

APPAREL EXPORT PROMOTION COUNCIL, GURGAON

AEPC: APH: F&E: INTERMODA: JAN: 12:658:
17th October, 2011

CIRCULAR

**Sub: AEPC's participation in INTERMODA, MEXICO
17TH - 20th JANUARY, 2012**

ABOUT INTERMODA:

INTERMODA International Apparel & Textile Fair is the biggest and most important fashion exhibition show in Mexico & Latin America and is aimed at the professionals of the fashion and textile industries. It was established in the city of Guadalajara, Mexico for last 26 years. It is the ideal place to publicize your brand image, analyze the competition, step up sales, launch new products, get to know the market of trends and expand your network of business contacts.

INTERMODA has consolidated its presence in the market, creating space in which major brands of fashion and textile industries are present. Held biannually for a period of four days, **INTERMODA** is the meeting place for intense activities of more than 700 exhibitors. The event draws buyers from all over Mexico, America region and international markets.

INTERMODA has gained transnational focus due to its success and have established new business opportunities with countries like Argentine, Colombia, Peru, Chile, USA and India among others. The fair showcase Menswear, Women wear, Children's wear, Textiles items and Accessories for the Spring - Summer collection for the year 2012.

OBJECTIVE:

INTERMODA's main objective is to maintain a long term stable business relationship with all sectors of the fashion in Mexico, especially by increasing the quality and quantity of attendees and buyers at the event.

- Mexico imported worth of US\$ 2084.6 million apparel in 2010 which was 7 per cent higher than previous year.
- India is third largest supplier of apparel to Mexico with 5.9 per cent share. Import from India rose by almost 11.3 per cent from previous year.

VENUE:

The venue would be Guadalajara Exhibition complex, Guadalajara, Mexico.

DATE:

17-20 January 2012 (Tuesday, Wednesday, Thursday and Friday)

PARTICIPATION CHARGES AND LAST DATE:

This is a right opportunity for you to participate in large apparel market of Mexico. The booth package and other details are as follows:

Cost per booth	:	Rs.1,20,000/-
Discount by AEPC (Up to 30/11/2011)	:	Rs. 10,000/-
Nett cost per booth	:	Rs. 1,10,000/-

MDA will be admissible as per the MDA norms.

The application would be considered on First-cum-First Served (FCFS) basis.

BOOTH PACKAGE :

Hardwalls booth, 1 table, 3 chairs, Name Fascia, Hanger Rails 2 Nos: (One mtr. Size), 100 plastic hangers, Carpeted floor, Common waste paper basket, 24 hours a day security, Visitor registration services and control, Company information in Exhibitor's directory.

The application form is attached herewith. You are requested to kindly send the participation fee by way of **Demand Draft/Pay Order** in favor of "APPAREL EXPORT PROMOTION COUNCIL" as per the above to **A.E.P.C., Apparel House, Institutional Area, Sector - 44, Gurgaon - 122 003.**

GUIDELINES FOR ALLOTMENT OF THE BOOTHS:

1. All participants who have paid the full participation fee in time would be considered for allotment of booths through alphabetical order.
2. The decision of SG/Chairman (EP) would be final in case of any clarification.
3. No change in the booths, once allotted would be entertained under any circumstances.

WAITLIST

In case, applications are over-subscribed beyond 20 nos. participation, a waitlist will be maintained, which would be treated on FCFS basis. Applicants are advised to ensure that they possess necessary visa to enter Mexico. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

CANCELLATION CHARGES

The exporter who has applied for participation in the Fair, the withdrawal will be subject to following:

- A. 25% of participation charges will be forfeited if the exporter withdraws before the participation is confirmed by the Council and other participant on the wait list confirms their participation. However, the forfeiture will be 35% of participation fees, in case, there is no other participant on the wait list.
- B. 45% of the participation charges will be forfeited if the exporter withdraws after confirmation of participation by the Council and other exporters on wait list confirms their participation. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
- C. 100% forfeiture in case of no show of the fair.
- D. Non-grant of relevant visa shall not qualify for any relief.
- E. The application would be considered on First-cum-First Served (FCFS) basis.

Should you require any other information, please contact **Mr. K.S. BISHT, Dy. Director (F&E)** Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon, Haryana, Tel: 00 91 124 2708158, +91 9810527747 Fax : 00 91 124 2708004-05 Email: kbisht@aepcindia.com The application form may be downloaded from our website www.aepcindia.com

Thanking you,

Yours faithfully,

R K Sharma
Director (F & E)
Mob: + 9899167235

APPLICATION FORM FOR INTERMODA FAIR

(On the company 's letterhead

Name of event for which participation is sought: **INTERMODA, Mexico, 17th -20th January, 2012**

- 1 Name & Address of the firm _____
Name of the Contact person _____
Along with Mobile _____
- 2 AEPC Registration No. & date _____
- 3 Proprietary/Partnership/Pvt. Ltd. Co. _____
- 4 Year of establishment _____
- 5 Telephone No (s) _____
- 6 Fax No (s) with areas code _____
- 7 E-mail Nos. _____
- 8 Manufacturers or Merchant Exporter _____
- 9 Address of Manufacturing Unit _____
- 10 Main items of Production _____
(Indicate for which products you will like to meet buyers)
a) Mention Segment Knitted/Woven _____
b) Main product (Limit to 2 Products) _____
c) Other Products (Limit to 2-3 product only) _____
d) Kindly specify (Gents/Ladies /Girls/Boys/ Children, Infants wear) _____
- 11 Total value of export of readymade garments during 2010-2011 (FOB in US \$) US \$ _____ Million
_____ Pcs/Month
- 12 Present production capacity (pcs/month)
- 13 Name & designation of the Representatives who would be attending the fairs provide Passport No., Date of Birth, Place of Birth, Date of issue, validity _____
b) Whether valid Mexico VISA is available YES _____ TO APPLY _____
- 14 Principle existing markets of the Company _____
- 15 Major Buyers & Fashion Labels _____

- 16 Major Buyers & Fashion labels in the visiting countries _____

- 17 Any other information you would like to mention _____