



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/REG/EP/2022
19th May, 2022

CIRCULAR

PARTICIPATION IN "INTERNATIONAL SOURCING EXPO AUSTRALIA (ISEA)
FROM 15TH TO 17TH NOVEMBER, 2022

Dear Member,

Apparel Export Promotion Council is participating in International Sourcing Expo Australia (ISEA) scheduled to be held from 15th to 17th November, 2022, which will take place at Melbourne Convention & Exhibition Centre, Melbourne, Australia.

1. About ISEA :

As the major international sourcing forum in Australia, the ISEA provides unparalleled access to meet major volume buyers across Australia and New Zealand. International Sourcing Expo Australia will enable participating exhibitors to connect with trade buyers at Australia's major face-to-face trade platform for international sourcing in apparel, fashion accessories, textiles, Leather and leather made products etc. ISEA will invite import houses, wholesalers, distributors, retailers and trade agents. Australia is one of the important trading partners of India. At present balance of trade is in favor of Australia and there is an immense potential to increase India's exports to this region.

In addition the recent signing of India - Australia ECTA, has added fuel to the fire and given the trade a much needed spark to enhance and scale new heights of bilateral trade agreements between the two economies.

2. Schedule :

International Sourcing Expo Australia (ISEA) Fair has been arranged at Melbourne on the following dates :-

Venue / City	Dates	Days
Melbourne Convention & Exhibition Centre, Melbourne, Australia	Set up Day : 14 th November, 2022 Fair Days : 15 th - 17 th November, 2022	(Monday) (Tuesday - Thursday)

3. Why you should exhibit in Australia ?

[Please Click Here PDF File to Know](#)

4. Avail benefit in participation fee on account of MAI grant from Ministry of Commerce:

Eligibility for financial assistance under Market Access Initiative (MAI) scheme:

NOTE : The proposal has been submitted to the Ministry of Commerce, Govt. of India for MAI Grant and following is subject to the receipt of approval/ sanction of Grant.

As per Notification no. K-11020/9/2021-E&MDA dated 19th July, 2021 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

"A maximum of three participations in a particular trade fair/ exhibition would only be eligible for MAI assistance, i.e. members who have availed assistance three times (including past cases) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further MAI funding support shall only be provided to a member for a maximum of three MAI events in a year. In case of exporter belonging to SC/ST/Women and the exporter is having FOB Value of exports less than Rs. 50 crore in a year, 5 participations in a particular event is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc)."

Reimbursement of airfare:- Further, the Council would propose to Dept. of Commerce for sanction of grant on account of reimbursement of airfare (economy class) if it is approved by Ministry of Commerce, accordingly, regular director / partner / proprietor / regular officer of the company on senior managerial position of participating firm/co. shall be eligible for reimbursement of airfare as per MAI guidelines under para 6 (ii) of the Market Access Initiative Scheme 2021 issued by the Ministry of Commerce from time to time. **Non-MAI Exhibitor shall not be eligible for reimbursement.**

5. **Participation Charges :** The below subsidized participation fee is based on the anticipated grant from the Ministry. In case of any variation the participation fee may be revised.

9 Sqm. Booth (Shell Scheme) = INR 1,85,000/- per booth
Participation Fee includes Standard built up booth of 9 sqm., having 3 spotlights, Fascia-sign, 1 x 5 amp power point, 1 Table and 2 Chairs, 6 mt. Clothing rails / 6 mt. wall-shelves, 1 Expo Cupboard, 100 Hangers, 1 Waste paper bin, Public liability Insurance & Waste Removal Fee.
The participation charges does not include air-fare, hotel expenditure, sending display material and other related expenditure which are to be borne by the companies.

The last date for submission of application with payment is 10th August, 2022

6. **Payment Mode:**

- (i) Demand Draft or Pay Order in the name of "Apparel Export Promotion Council" (payable at Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Addl. Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India)
Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244 Fax: +91 124 2708004
- (ii) Payment can also be made through NEFT/RTGS to the following account:
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000031002
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH - APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM - 122003

Share the UTR Details in case of online payment.

No cheque payment will be accepted.

7. **Guidelines for allotment of the booths:**

1. All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot.
2. No change in the booths, once allotted would be entertained under any circumstances.
3. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

8. Waitlist :

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

9. Visa :

AEPC will issue the Visa Recommendation Letter to the participants (only two participants per company)

10 Cancellation charges:

Terms & conditions for withdrawal will be as follows:

- Rs. 25,000/- charges will be forfeited if the exporter withdraws before the Draw of Lot.
- 100% forfeiture after Draw of Lot.

11 Application Form

The application form (with Annexure I) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website www.aepcindia.com

Interested members may also apply using following hyperlink :

[Click Here to Apply Online](#)

For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Additional Director (EP Department)

Mobile No.+91 9560472244 **Tel:**+91 0124-2708108(D) / **E-mail:** addl.directorep@aepcindia.com

2. Mr. J.S. Rana, Joint Director (EP Department)

Tel : +91 124 2708191, **Mobile :** +91 9910035722 / **Email :** jsrana@aepcindia.com

You are requested to kindly send duly filled application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of APPAREL EXPORT PROMOTION COUNCIL" GURGAON. Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Tirupur, Chennai and Bangalore can deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurgaon office.

Post show obligation of the participant

The exporters shall submit response form duly filled in to AEPC representative on 17th November, 2022 at Melbourne in Australia.

Yours Sincerely,

(S. Hari Krishnan)
Additional Director (EP)

Enclosure: Application Form

Disclaimer: AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.

APPLICATION FORM

**International Sourcing Expo Australia (ISEA), Melbourne, Australia
(15th - 17th November, 2022)**

(Application should be on the company's letterhead)

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address :

4. Telephone Number :
5. E-mail Address :
6. RCMC No. & Date
(Renewal fee paid 2022-23) : Yes / No
7. IEC Number :
8. PAN Number :
9. TAN Number :
10. GST Number :
11. CIN Number (required for only Pvt. Ltd. Companies) :
12. Status of Company (Partnership / Proprietor / Pvt. Ltd. / Ltd. Co.):
13. Manufacturer / Merchant Exporter :
14. Whether belongs to MSME (Yes / No) :
15. Whether belongs to SC/ST/Women (Yes / No) :
16. DIN No. of Company Director / Partner / Proprietor
with Name :
17. Export Performance during the last three years : 2021-22 :
2020-21 :
2019-20 :

18. HS Codes in respect of the products being promoted/ marketed by exhibitor :
 (at least 6 HS Codes should be given)

S.N.	HS Code (6 digit level)	Product description

19. Main items of production :

20. Mention segment Knitted/Woven :

21. Present production capacity : _____ pcs. /month

22. Major brands & Fashion labels :

23. Major Countries of Exports :

24. Whether First Time to Australia : YES / NO

25. Please fill up the details of the Representative in the following format:

1	Name as appearing in Passport	
2	Passport Number	
3	Date of Issue	
4	Date of Expiry	
5	Date of Birth	
6	Place of Issue	
7	Whether has valid Australia Visa	YES / NO

26. Have you earlier participated in this event with AEPC or any other Council / Organization ?
 If Yes, Year (s) _____ No _____

27. Are you participating in any other event under MAI assistance in 2022 - 23 with other EPC's/Commodity Board/ Trade Bodies? YES / NO

If yes, please give details:

S.N.	Name of the Event/Country	Date of event	Name of the EPC's/Commodity Board/ Trade Bodies
1.			
2.			
3.			

Disclaimer: As Annexure - I (It's mandatory to fill up and be attach with the application form as its' a part of application form).

28. Participants Charges:

Pay order/ DD /NEFT / RTGS (UTR No.) _____ for Rs. _____

Dated _____ Name of Bank _____

This is to certify that all information provided by me is correct to the best my knowledge and agree to abide by the same.

Date: -

Signature of Authorized Signatory _____

Name & Designation: _____

Company Seal : _____

Note:

- 1) As per MAI guideline, an exhibiting company/member can avail MAI assistance up to a maximum of three times (including past cases) for a particular event. Thereafter they shall not be eligible for the subsidy.
- 2) MAI subsidy will henceforth be provided to a member/company for a maximum of three MAI events in a financial year.

Disclaimer

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) till all booths are sold.
2. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of Chairman-EP (AEPC) would be final and binding in case of any dispute.
5. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by AEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security, deposit and cancellation of grant etc., paid to AEPC and debarring the participation from the future participation in AEPC's events.
6. AEPC will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. AEPC will have no liability whatsoever for any kind of refund or payment in this regard.
7. MAI Assistance shall be permissible to regular director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport. **Non-MAI Exhibitor shall not be eligible for MAI reimbursement of airfare as well.**
8. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
9. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.
10. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair which is required by the Ministry as you are entitled for the grant/subsidy.
11. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority.

As you are aware the event has been subsidized under MAI grant of the Ministry of Commerce, Government of India. You are requested to kindly fill up the details given in application form and send it to us as the information is desired by the Ministry of Commerce.

DECLARATION

We have studied the disclaimer for participation carefully and agree to abide by the same.

Date & Place :

Signature of Authorized Signatory_____

Name & Designation_____

Company Seal_____
