

AEPC/REG/EP/2022  
4<sup>th</sup> June, 2022

## CIRCULAR

### AEPC ORGANIZING BUYER –SELLER - MEET (BSM) AT MILAN, ITALY FROM 08<sup>TH</sup> TO 09<sup>TH</sup> SEPTEMBER, 2022

Dear Member,

Apparel Export Promotion Council has been organizing Buyer – Seller Meet (BSM) in Milan, Italy. Milan was a prominent industrial city with good manufacturing connections, **designers turned to this Italian fashion mecca for its trend-setting status.** AEPC has decided to organize Buyer – Seller Meet (BSM) at Milan in Italy for the year 2022 – 2023.

Italy has been a very attractive market for Indian Apparels. Main items of export to Italy are – T. Shirts, Singlets, Jerseys, Pullovers, Cardigans, Waistcoats, Men’s Boys Trousers, shorts, Women’s girls trousers, Jackets, overall, breeches, and Clothing accessories etc. India exports garments of worth US\$ 346.09 million in the year 2021 to Italy, which accounts for 2.21% share in Italy’s total garment imports of US\$ 16183.19 million and has tremendous export potential.

#### 1. Italy Apparel Industry:

Apparel imports into Italy have rebounded back to the post Covid levels with Italy currently importing apparels from the world to the tune of USD 16183.19 mn. in 2021. Indian exports to Italy have been able to maintain a constant market share of approx 2% even during the pandemic.

#### 2. Schedule:

The Buyer-Seller Meet has been arranged to take place at Milan, Italy on the following dates :-

| Venue / City                         | Dates  | Days                |
|--------------------------------------|--|---------------------|
| Prime Location in<br>Down Town Milan | Set up Days : 07 <sup>th</sup> September, 2022                 | (Wednesday)         |
|                                      | BSM Days : 08 <sup>th</sup> & 09 <sup>th</sup> September, 2022 | (Thursday & Friday) |

#### 3. Why you should Buyer Seller Meet in Italy?

[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 19<sup>th</sup> 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 participation charges does not include air-fare, hotel expenditure or any other kind of personal expenses ( logistics etc.)* : 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

| Particulars   | Participation charges (Rs.) |
|---|-----------------------------|
| Cost per booth of (size : 9 <a href="#">sq.mt.</a> )  | Rs. 1,60,000/-              |
| Early Bird Discount for first 10 applicants (If payment is made on or before 15 <sup>th</sup> June, 2022)   | (-) Rs. 10,000/-            |
|   | Rs. 1,50,000/-              |
| After Early Bird Discount (If payment received after 30 <sup>th</sup> June, 2022)   | Rs. 1,60,000/-              |
| Token Money with application ( <i>Balance payment is to be remitted before the Draw of Lot. The applicants, who fail to make full payment will not be considered for allotment of booth</i> ) | Rs. 1,00,000/-              |

**The last date for submission of application is 30<sup>th</sup> June, 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:** 180401000004001  
**IFS CODE:** IOBA0001804  
**BANK:** INDIAN OVERSEAS BANK  
**ADDRESS:** BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA,  
GURUGRAM – 122003

**No cheque payment will be accepted.**

**Share the UTR Details in case of online payment.**

## **7. Facilities provided in the fair:**

In the above mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through signage's, banners standees and space allocation in the priority area of Buyer Seller Meet at Milan in Italy”.

### **• Stall Package: (Items provided in 9m2 Stall)**

- (a) Name Fascia
- (b) Carpet
- (c) Power point
- (d) 120 Hangers (Top/bottom)
- (e) 8 spot lights
- (f) 1 Table & 3 chairs and half body mannequin
- (g) 7 hanger rails & 2 wooden shelves OR 9 hanger rails OR 9 wooden shelves (options)
- (h) Waste Bin

## **8. 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.

## **9. 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 Italy. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

## 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](http://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](mailto:addl.directorep@aepcindia.com)

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

**Tel :** +91 124 2708191, **Mobile :** +91 9910035722 / **Email :** [jsrana@aepcindia.com](mailto: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 09<sup>th</sup> September, 2022 at Milan in Italy.

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 FOR PARTICIPATION IN BUYER SELLER MEET AT MILAN, ITALY  
(8-9 September, 2022)**

**(Application should be on the Company's letterhead)**

1. Company's Name :
2. Name of the Contact Person with Mobile No. :
3. Address with PIN No. :
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. Name of Participant (Director / Partner / Prop./Regular :  
Officer at Sr. Level) with DIN No.
16. Whether belongs to SC/ST/General/Woman :
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 |
|------|--------------------------|---------------------|
| 1    |                          |                     |
| 2    |                          |                     |
| 3    |                          |                     |
| 4    |                          |                     |
| 5    |                          |                     |
| 6    |                          |                     |

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 Italy : YES / NO
25. Please fill up the details of the Visiting 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 Italy 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 for Rs. \_\_\_\_\_ drawn on \_\_\_\_\_

payable at Gurugram/ New Delhi

OR (in case online payment):-

UTR Details : NEFT/RTGS No.....for Rs.....

Date..... 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 : \_\_\_\_\_

**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) / Chairman (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.

**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\_\_\_\_\_