

TO MEMBERS OF THE COUNCIL

Re : Mega/Combined Participation in 56th Cairo Fashion and Tex during October 2015

We are glad to inform you that the Ministry of Textiles, Govt. of India has nominated SRTEPC as the "Lead Council" for organizing participation of Indian companies in INTEXPO EGYPT, which will be co-located at 56th Cairo Fashion and Tex being held at Cairo in Egypt from 1st to 4th October 2015. This programme will be organized by the Council in co-ordination with other Textiles Export Promotion Councils, and with the guidance of the Ministry of Textiles, Govt. of India, and the active support of the Indian Embassy.

The participation of Indian companies – producing exporting of textiles, clothings jute, carpets etc. will be organized at a demarcated area called "India Pavilion" in Cairo Fashion and Tex to get focused attention of visiting Egyptian Buyers. Cairo Fashion and Tex is the first and the only International Exhibition specialized in yarn, textile, garment and its trimming supplies and accessories in Egypt.

Objectives of participating in the Exhibition :

- Providing opportunities to Indian exporters to meet prospective buyers/agents to generate business enquiries.
- Helping the existing exporters to these markets to expand their contacts and give opportunities to the new entrants to establish contacts with prospective buyers.
- Increasing awareness about Indian capabilities to facilitate expansion in our trade with Egypt
- Understanding the specific requirements of the Egyptians buyers and traders of textiles, and identify consumer preferences.

Market Potential :

Egypt is a promising market for Indian MMF Textile Industry. The exports of MMF textiles to Egypt were to the tune of around US\$ 179.36 Million during the year 2013-14. The main items, which are exported from India to Egypt include Polyester Viscose Fabrics, Polyester Filament fabrics, polyester staple fibre, synthetic cotton fabrics, polyester cotton / spun yarn, viscose spun yarn and other made-ups.

Egypt has a prominent Garmenting Center, and majority of its requirements for MMF textile are imported for conversion. Though the demand for man-made fibre textiles for this market is quite substantial, India's share in this big market of textiles is small but growing.

The highlights of the Egyptian Market in terms of its global imports of textiles/clothings during 2014 are as follows :

☞ Egypt's global import of textile & clothing	: US\$ 3.65 billion
☞ Egypt's global import of MMF Textiles	: US\$ 1.80 billion
☞ Egypt's global import of clothing	: US\$ 0.88 billion
☞ India's Export of textile & clothing to Egypt	: US\$ 445 Million
☞ India's Export of MMF Textiles to Egypt	: US\$ 185 Million

Details of the items of various textiles / clothing including MMF Textiles, imported by Egypt from the global market during 2014 along with corresponding ITC codes are attached herewith (Annexure A) for information and reference.

The details of INTEXPO EGYPT at CAIRO FASHION & TEX are as follows :

- Name of Indian Exhibition : INTEXPO Egypt co-located at Cairo Fashion & Tex.
- Dates : 1st to 4th October, 2015 (Thursday, Friday, Saturday & Sunday)
- Venue : : Cairo International Conference Center, Cairo, Egypt.
- Participation fees :
 1. Rs.1.50 lakhs for a furnished booth of 9 sqm size.
 2. Rs.1 lakh for a furnished booth of 6 sqm size. (This is available only for very small exporters)
- Early Bird Discount : An amount of Rs.10,000/- for a booth of 9 sqm size / Rs.5000/- for a booth of 6 sqm size will be given to those confirming participation on or before 25th June, 2015. It may be noted here that no early bird discount will be offered on the expiry of 25th June, 2015. However, the last date for confirming participation without Early Bird Discount in the Exhibition is 15th July, 2015 (Wednesday).

Terms & Conditions of participation in the Exhibition :

- The cost of a furnished booth of 9 sqm is Rs.1.50 lakhs/ Rs.1 lakh (for 6 sqm). The furnished booth will include name on the fascia, discussion table, chairs, display props, spot lights, power socket, & dustbin. Please note that the participation fee is highly subsidized, as this exhibition is being organized with part funding from grant under MAI Scheme. Hence, no separate MDA Assistance is available for participants.
- The total number of exhibiting companies in INTEXPO EGYPT will be around 60 including members of other Councils. Considering this, only 30 booths have been earmarked for members of SRTEPC.
- Selected companies will have to depute its representatives to the Exhibition at its own costs.
- The expenses of airfare and hotel accommodation for participating company-representatives are not included in the participation fee.

- Considering limited space availability, participants will be allocated booths on **First-Come-First-Serve basis with full payments & dully filled in "Reply Form"**.

Visa :

The Council shall facilitate Egyptian Visa for participants with the help of the Indian Embassy in Egypt and the Ministry of Textiles, Govt. of India, though the necessary costs will be borne by the concerned participants.

Hotel Reservation :

Though the necessary charges for hotel accommodation etc. will have to be borne by the concerned member-participants, the Council, will help in reserving rooms for participants at competitive rates in a hotel in Cairo, which will be finalized in co-ordination with the Embassy of India & the concerned Event Management Agency shortly.

Travel Arrangements :

An Official Travel Agency will be arranged for group travel and help in booking of air-tickets. The Agency will provide details of suggested flight schedules and do the needful for your representatives in this regard. However, air-fare will have to be borne by participating companies, and to be paid directly to the Travel Agency. All participants will also be free to book their air-tickets through their own Travel Agents.

Visitors Promotion :

An extensive visitors promotion campaign through direct mails, special invitations, Exhibitors' Catalogues, Flyers, advertisements in Trade Magazines and Newspapers, Press Release, tele-marketing, will be executed to invite the potential buyers to Exhibition booths of Indian Exhibitors. Service of an **Event Management Agency** will be deployed to organize various requirements of the Exhibition.

Theme Pavilion :

On the occasion of INTEXPO EGYPT, a Theme Pavilion may be arranged to showcase India's rich heritage of textiles and its massive capacities and widening range of products.

Cancellation Policy :

Withdrawal of participation from the above Exhibition will be allowed on the basis of the following :

- i) 80% cancellation charge, if withdrawn latest by 20th July, 2015
- ii) No refund will be available, if withdrawn thereafter.

Apply for participation :

In view of the limited booth availability, and short time given by the Organizers for participation in the Exhibition, member-companies of the concerned EPCs including SRTEPC interested in participating in the Exhibition are requested to send their **"Reply Form"** (copy attached) duly

filled-in along with the full participation fees by cheque/DD to be drawn in favour of "The Synthetic & Rayon Textiles Export Promotion Council, Mumbai" at the earliest **but not later than 15th July, 2015**. The amount of participation fee can also be paid to the Council through Bank transfer. For details of transfer of participation fee through RTGS, kindly refer our enclosed "Reply Form".

Awaiting your reply very soon.

Thanking you,

Yours faithfully,

V.ANIL KUMAR
EXECUTIVE DIRECTOR

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