

**AEPC: REG: F&E: 2013**  
**Dated: August 12, 2013**



## **CIRCULAR**

### **AEPC's Participation in Hong Kong Fashion Week Fall/Winter 2014, 13<sup>th</sup> – 16<sup>th</sup> January, 2014**

Dear Members,

AEPC is participating with 50 booths in the Hong Kong Fashion Week to be held from 13<sup>th</sup> – 16<sup>th</sup> January, 2014, at Hong Kong Convention & Exhibition Center, Hong Kong.

#### **ABOUT HONG KONG FASHION WEEK:**

##### **Perfect Hub for Fashion Sourcing**

Hong Kong is Asia's fashion hub - it is a well-established production and sourcing centre. It is also home to a growing community of design talent. Hong Kong Fashion Week Fair is the biggest in Asia and second largest garment/fashion exhibition in the world & plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence.

##### **Hong Kong — Fashion Capital of Asia**

HKTDC Hong Kong Fashion Week for Fall/Winter is an unrivalled garment sourcing platform and style leader of Asia. It is the largest fair of its kind in Asia and has continued to bring the ultimate in style and value to trade visitors from all over the world.

##### **Targeting Top Buyers**

Hong Kong Fashion Week in last Fall/Winter 2013 drew in **1,569 exhibitors from 20 countries** and regions and **22,574 trade buyers from 81 countries** and regions around the world, of which 13,164 were from Hong Kong and 9,410 were from overseas. The Chinese mainland, the USA and Japan were the top three visiting countries. Other top visiting countries included Taiwan, Korea, India, the Philippines, Italy, United Kingdom and Thailand.

Together with World Boutique, 110 buying missions were organized, bringing in over 4,700 select buyers from all over the world. These included buying representatives from Coles Group (Australia), Vancl (Chinese mainland), PT Jabalu Media Internusa (Indonesia), Diesel (Italy), United Arrows (Japan), Eland (Korea), LPP S.A. (Poland), Kira Plastinina Style (Russia), The Mall Group (Thailand), Forever 21 (USA) and Walmart (USA).

Following the success of the 2013 fair, the Hong Kong Fashion Week for Fall/Winter will continue to play a major role in the region's garment industry and serve as the best sourcing venue for garment in Asia.

Ensure that you are a part of this effective sourcing platform by booking your space today!

**VENUE:**

Hong Kong Convention & Exhibition Center, Hong Kong

**DATE:**

13<sup>th</sup> – 16<sup>th</sup> January, 2014 (Monday, Tuesday, Wednesday and Thursday)

**NO. OF BOOTHS:**

AEPC has decided to take 50 Booths to make "INDIA PAVILION" in order to cater to the growing demands of the buying communities in Hong Kong.

**ABOUT DISHA, A COMMON COMPLIANCE CODE**

i) This scheme of Ministry of Textiles aims to make India the global benchmark for social compliance in apparel manufacturing and export. This would create awareness of compliance standards for garment exporters and understand the internationally accepted compliance standards.

ii) Driving Industry towards Sustainable Human Capital Advancement (DISHA) is a first-of-its kind industry-owned and driven initiative and programme. Adopting multi-stakeholder approach, DISHA programme has developed a self-regulatory voluntary Common Code of Conduct (CCC) along-with a capacity building framework for guiding and supporting apparel manufacturers. The principal sponsor of DISHA programme is the Ministry of Textiles, Government of India. The Apparel Export Promotion Council (AEPC) is the principle implementation Partner.

iii) The Council has received financial assistance from Ministry of Commerce & Industry, due to the initiative of Ministry of Textiles. Also we have received a directive from the Ministry of Textiles that for availing benefit of MAI / MDA grants by the manufacturer exporters and merchant exporters (who may be getting their manufacturing done by job workers or by supporting manufacturers), will have to enroll Ministry of Textile's DISHA Programme (Driving Industry towards Sustainable Human Capital Advancement programme), which is organized by AEPC. The beneficiaries will have to pay a onetime enrollment fee of Rs.28,652/- including taxes for participating in AEPC's events where MAI / MDA grants of Ministry of Commerce is being used by the exhibitors.

### **PARTICIPATION CHARGES AND LAST DATE:**

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

<b>Particulars</b>	<b>Participation charges (Rs.) FOR DISHA MEMBERS</b>	<b>Participation charges (Rs.) FOR NON-DISHA MEMBERS</b>
Actual Cost per booth of (9 sqmt.)	Rs.1,90,000/-	Rs 2,18,652
Early Bird Discount (If payment is made on or before 31 <sup>st</sup> October 2013)	(Rs.10,000/-) Rs. 1,80,000/-	(Rs.10,000/-) Rs 2,08,652
After Early Bird Discount (If payment received After 31 <sup>st</sup> October, 2013)	Rs. 1,90,000/-	Rs 218652

**(Kindly note: Cheques are not acceptable). Payment can be made by bank draft / pay order only in favour of Apparel Export Promotion Council, payable at Gurgaon or New Delhi**

Alternatively payment can be made through RTGS/NEFT to the following AEPC account:

**BENEFITIARY: APPAREL EXPORT PROMOTION COUNCIL**

**SAVING A/C NO: 180401000020000**

**IFS CODE: IOBA0001804**

**BANK: INDIAN OVERSEAS BANK**

**ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA,  
GURGAON – 122003**

**Since, this project is under Marketing Access Initiative Scheme (MAI), exhibitor will not be eligible to claim Marketing Development Assistance(MDA).**

### **BOOTH PACKAGE:**

#### **Items provided in 9 sq.mtrs Garment booth**

- i. Carpet Flooring
- ii. Fixing of 1 no. of fascia (3mW x 0.34mH) with 1 set of sticker cut out company name and booth no.
- iii. 150 Nos. of top Garment hangers or (100 nos. normal Top Garment hangers and 50 Nos. of Clip hangers)
- iv. 4 Nos of system built-in garment hanging rail (15 RM) (for easy accommodation of hangers)
- v. 1 No. of full body mannequin with European feature
- vi. 1 No. SYMA System table (0.7mW x 0.7D x 0.75mH)

- vii. 1 No. of modular system built-in lockable cabinet (1mW x 0.5mD x 0.75mH)
- viii. 3 No. black leather chairs
- ix. 1 no. waste paper basket
- x. 9 Nos. of spot lights of 100W each
- xi. 1 no. of 500 W max. square pin socket

#### **Items provided in 9 sq.mtrs Accessory booth**

In place of sl. no. iii) and iv) above following will be provided in addition to all other items:

- iii. 4 nos. of modular system built-in hanging rack (1ml)
- iv. Providing 8 Nos of wooden shelf

The Council will be providing the facilities of interpreter, publicity through hanging banner, giant lights box, designer booth etc. and space allocation in the priority area of Hong Kong Fashion Week.

#### **GUIDELINES FOR ALLOTMENT OF THE BOOTHS:**

1. The name of the participants, who have paid the full participation charges on or before the draw of lot date shall be considered for allotment of booths
2. No change in the booths, once allotted would be entertained under any circumstances.
3. The decision of Chairman, EP/Secretary General would be final, in case of any confusion/dispute.

#### **WAITLIST**

The participations on First-cum-first basis. In case, applications are received beyond 50 nos., a waitlist will be maintained, and their participation would be considered on FCFS basis, if any vacancy arises.

#### **CANCELLATION CHARGES**

##### **Withdrawal will be subject to following:**

1. 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.
2. 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.
3. There will be forfeiture of 65% of participation fee if no other exporter is on the wait list.
4. 100% forfeiture in case of no show of the fair.
5. The application would be considered on First-cum-First Served (FCFS) basis.
6. After draw of lot, withdrawal shall attract 100% forfeiture.

#### **APPLICATION FORM**

The blank application form is attached herewith for your reference. The application may also be downloaded from our website [www.aepcindia.com](http://www.aepcindia.com)

You are requested to kindly send duly filled application form with participation fee by way of Demand Draft/Pay Order 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. All others may send the Demand Draft/Pay Orders to Gurgaon office. **Please note that cheques are not acceptable.**

Should you require any other information, **please contact Mr. Ravish Srivastava, Manager, F&E OR Ms. Swati Madan, Officer: Trade Promotion, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurgaon-122 003 (Haryana), Tel: +91-124-2708162 & 2708135, Fax: +91-124-2708004, e-mail: [ravish@aepecindia.com](mailto:ravish@aepecindia.com), [swatimadan@aepecindia.com](mailto:swatimadan@aepecindia.com)** . Please confirm your participation at the earliest to reserve space in India pavilion.

If you need any further information, we would be pleased to assist you.

Thanking you,

Yours faithfully,

**(R. K. SHARMA)**  
**DIRECTOR(F&E)**  
**rksharma@aepecindia.com**  
**Mobile No. 9899167235**

Enclosures: Application Form

**APPLICATION FORM FOR HONG KONG FASHION WEEK- JANUARY, 2014**

**(On the company 's letterhead)**

Name of event for which participation is sought: **HONG KONG FASHION WEEK**  
**13-16 January, 2014**

1. Name & Address of the firm :
2. Name of the Contact person with mobile No :
3. Proprietary/Partnership Pvt. Ltd. Co. :
4. Year of establishment :
5. Telephone No (s) with area code :
6. Fax No (s) :
7. E-Mail Nos. :
8. Manufacturers or Merchant Exporter :
9. Address of Manufacturing Unit :
10. Main items of production :

(Mentioned segment Knitted/Woven and specify product mix.)

11. Total value of export of readymade Garments/  
Textiles in the previous year 2011-12 (FOB in US\$) : US\$ \_\_\_\_\_ Million  
And major Countries of Exports
12. Present production capacity (pcs/month) : \_\_\_\_\_ pcs / month
13. Major brands & labels :
14. Whether First Time to Hong Kong : YES / NO
15. Please mention details of factory Compliance / Social Compliance :

**16. No. of employees**

**17. Operational Controls**

- Does the company have a designated person or department responsible for Product Safety Compliance
- Are the Quality Assurance (QA) and Quality Control (QC) personnel responsible for Product Safety and Quality Compliance independent from the production personnel?
- Are raw materials (including packaging), work in progress and finished products identified to ensure traceability?
- Does the factory perform final inspection of products in line before carton packaging?
- Does the company operate an effective system for handling and investigating the cause and resolution of customer complaints?

**18. Capabilities**

- Please indicate the classifications for the products provided by the company.
- Please provide the product photos
- Floor Area (in square meters) under the same registration/facility location
- Production capacity per month
- Percentage of capacity used in last 12 months (% by month)
- Approximate Annual Turnover last year(US\$)
- Based on last financial year, please provide the percentage of SALES breakdown and years of supplying to your top 5 EXPORT countries.
- Please provide the photographs of your factory's areas.

**19. Compliance**

Does your company have valid 3rd-party Quality System certifications or recognition program for the processes specific to this facility?

- Disha (even if you have applied)
- ISO 9001
- British Retail Consortium (BRC)
- Supplier Qualification Program (SQP) (Intertek program)
- Mill Qualification Program (MQP) (Intertek program)

**20.** How many times has the factory been independently audited against Quality Management System standards in last year?

**21.** Please fill up the details of the Representatives 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 Birth	
7	Place of Issue	
8	Whether has valid EU / UK visa	YES / NO

*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*

**Date:-**04.03.2013

**Name:-**\_\_\_\_\_

**Designation**\_\_\_\_\_

**Signature**

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