

The Indian Silk Export Promotion Council

(Sponsored by Ministry of Textiles Govt. of India)
{1302-03, Ansal Tower, 38 Nehru Place, New Delhi – 110019}

ISEPC Cir No. 168/Sourcing at Magic Feb 22 /2021-22

25th November 2021

ISEPC's Participation in Sourcing at Magic, Las Vegas

13-16 February 2022

Highly Subsidized Participation Charges

To: Members of the Council;

SUBJECT: Golden Opportunity to participate in Sourcing at Magic at Las Vegas under MAI Scheme of Deptt. of Commerce from 13-16 Feb 2022 at Las Vegas, USA

Dear Members,

The Indian Silk Export Promotion Council (ISEPC) with a support of Ministry of Commerce and Ministry of Textiles is organizing International level participation in Sourcing at Magic **scheduled** to be held at **Las Vegas, USA, from 13-16 February 2022.**

We would like to inform you that we have been allotted built up stands by the Organizers at the Sourcing at Magic segment, consisting of wide & vibrant range of variety of Readymade Garments, shawls & scarves, apparel accessories, high fashion accessories, ladies wear etc..

Advantage of participation through the Indian Silk Export Promotion Council:

1. This is second best effort of the Council to participate in Sourcing at Magic with Member exporters;
2. Council is undertaking extensive efforts in publicizing “ Indian Participation at the Show;
3. Support of Ministry of Commerce / Ministry of Textiles and Embassy of India in USA;
4. It is the right fair for our members to participate in World's best Fashion Exhibition at Magic Las Expo with The Indian Silk Export Promotion Council to meet International Buyers of Textile & Clothing in a high value fashion forecasting and trend setter market.

About Sourcing at Magic, Las Vegas

SOURCING at MAGIC is a domestic and international gathering of manufacturers, suppliers and service providers from apparel, High Fashion Garments, High Fashion Accessory and manufacturing, to textiles, materials, components, supply chain, and technology solutions.

1. About Sourcing Magic Fair:

SOURCING at MAGIC is North America's largest, most comprehensive sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over 40 countries representing the world's most important markets, SOURCING at MAGIC showcases more than 1600+ exhibitors including silk, shawl, scarves, high fashion accessories, high fashion jewellery, garments, RMG, Fabrics and footwear resources and 35,000+ attendees conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; service and technology providers.

Exhibitors—from worldwide leaders to local U.S. supplier - build business through exposure to thousands of sourcing executives, designers, merchandising managers and private label buyers.

MAGIC connects exhibitors to the global purchasing power of tens of thousands of men's, women's, children's apparel, high fashion accessories, high fashion jewellery, and retailers.

The Sourcing Zone is a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with offshore manufacturers like India and contract suppliers from the international manufacturing countries.

For More details about the Magic Show, members may please visit the website of the fair authority at www.magiconline.com;

Name of fair	Four day Sourcing Fair at MAGIC – Las Vegas
Date	13-16 February 2021
Venue	Las Vegas Convention Center, 3150 Paradise Road 89109, Las Vegas, Nevada
Product Profile	All textiles and Garment catgs, accessories, fabrics & trims, home textiles, fashion jewellery, scarves, shawls, ladies blouses, Cashmere, Denim, Dresses & Skirts, knit separates, loungewear & sleepwear, outerwear, pants, casual, swimwear, T- Shirt, etc etc.
Government Grant	This event is being organized under MAI Scheme of Deptt of Commerce, Government of India. MAI will be extended in the form of subsidized participation charges. The Empowered Committee on MAI has recommended MAI assistance to the participants of ISEPC;.
Number of Times	We are participating 2 nd time. Last participation was done in August 2019 on a successful note.
Total number of exhibitors	3800+ (India 150 + Pakistan 45+, Bangladesh 25+ EU, Australia, Hong Kong, Turkey and rest of the world like Mexico, Morocco, Egypt, Korea, Thailand, Taiwan etc)
Visitor's Profile	Importers, agents, buying offices, distributors, wholesalers, fabric & trim buyers, product development & design team & large volume retailers, retailers including departmental / Chain Stores, catalogue, mail order companies, e-commerce companies and mass merchandisers;
Payment	100% advance payment
Payment terms	Booth assignment will not be released or exhibitor badges mailed until 100% of booth fee has been paid;
VISA Support	On the recommendation of ISEPC, MAGIC will provide only 2 visa invitation letters for each member exhibiting company. The Letters will only be provided to the paid exhibitors. ISEPC claims no responsibility for any Visa rejection, delay in visa or any other issue with the foreign embassy, as grant of visa is comes under the purview of the respective foreign embassy;
Hotels	Hotels are available in West Gate side of the venue;

Fair Venue & Dates:

The venue for Sourcing Zone at Magic shall be in Las Vegas Convention Center, 3150 Paradise Road, 89109 Las Vegas, Nevada, USA, Tel: +1 212 951.6722.

- ✚ Set up day 12th February 2022;
- ✚ Show dates 13th to 16th February 2022;

Subsidized Participation Charges: The subsidized participation charges do not include air-fare, sending display materials, lodging & boarding expenditure, freight, custom clearance, cargo or any other kind of personal expenses (logistics etc):

Particulars	Participation fee of 9 Square Meter
For a built up subsidized stand	3,56,000/-
For Non subsidized stand	5,25,000/-
Corner Charges (subject to availability)	10% extra

Eligibility for financial assistance under Market Access Initiative (MAI) scheme shall be governed by the Notification dated 19th July 2021 issued by the Department of Commerce, Ministry of Commerce & Industry, (E&MDA) Division regarding eligibility for availing MAI grant. Since this is a Govt. sponsored MAI approved activity for abroad, GST is not being charged and TDS if deducted should be @ 1 of 2%, since, the Council is playing the role of coordinator / facilitator and not receiving the payment as rental.

The Council reserves the right to refuse participation to any applicant, in case not found eligible, as per MAI guidelines or it oversold, without assigning any reason.

Member Companies interested in corner booth are requested to kindly send us a separate cheque in favour of **The Indian Silk Export Promotion Council** payable at New Delhi along with confirmation form. In case corner booth is not allocated to interested member companies, then their cheque will be returned, as it is.

In connection with your participation in Sourcing at Magic at Las Vegas, USA, kindly note the following important points:

- Any extra requirements will have to be borne by participants based on actual costs, as set out by the organizer
- One eligible company as per the revised MAI Guidelines will be allocated one Stand only under the subsidized scheme of the Department of Commerce, Govt. of India;
- **Amount of participation charges doesn't include** any expenses of representative/s of participants companies like airfare, lodging and boarding, freight, insurance, visa, expenses etc.
- **Exhibitor Participants** will be given assistance for obtaining Visa from the concerned foreign Missions;
- **Publicity & Promotion:** The event is being publicized extensively by the Organizers throughout the world. The Council will also publicize the Fair suitably through a separate Exhibitors Catalogue, sending invites to relevant textile importers in USA and nearby countries and coordinating with the Indian Missions abroad to promote the event at their level also, to the leading importers/suppliers/renowned international boutique owners/ departmental stores of textiles & clothing, high fashion accessories through among other publicity measures.

Criteria for availing reimbursement of airfare as per the revised MAI Guidelines of Govt. of India to the eligible participants only on approval of the same by Govt.:

- Reimbursement of airfare is eligible to the exporting company having the export turnover below Rs.50 crores (FOB value) in the preceding financial year;
- Members to have completed 12 months of Membership with this Council and is regularly filing Export returns with us;
- Travel claim is permissible only to the regular Director / Partner/ Proprietor or a regular officer of the company on Senior Managerial Position, (not admissible to a foreign national); **Non MAI exhibitor shall not be eligible for reimbursement.**
- Attached Travel Claim forms duly filled in and complete in all respects must be submitted to the Council within 30 days of completion of event;
- Initial Application form for claiming re-imbursement of airfare should reach to the Council 14 days prior to your departure date to participate in the fair;

Conditions for availing MAI subsidy:

- A member exporter can avail MAI benefit for participation in 3 approved events in a financial year. 4th time participation in the Fair will be allowed without MAI subsidy. In the case of member belonging to SC/ ST/ Women and the exporters' having FOB value of exports of or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc)

- An exporter can claim MAI benefit for participation in one booth only. Additional booths can be booked by the member participant without MAI benefit (One booth per company only for MAI eligibility with updated IEC);
- 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, from any other EPCs/ Trade Bodies, thereafter, must participate in that fair through non subsidized booth;
- Participants will be selected on a **“First-come-first-Served” basis.**

Apply for participation: Exporters registered with ISEPC can apply for participation in the above event are requested to kindly fill and submit the **“Confirmation cum Declaration Form”** with participation fee by way of Demand Draft/Cheque at par in favour of **“The Indian Silk Export Promotion Council**, payable at New Delhi. The payment can be sent through RTGS based on the following Bank details:

A/c NAME	THE INDIAN SILK EXPORT PROMOTION COUNCIL
A/C No	653010100019576
BANK NAME	AXIS BANK LTD
BRANCH NAME	MOHAN COOPERATIVE
BRANCH ADDRESS	B-1 / I – 1, MOHAN COOPERATIVE INDUSTRIAL ESTATE MATHURA ROAD, NEW DELHI – 110 -044
IFSC CODE NO	UTIB0001771

Due to Covid-19 safety, it is mandatory that all visiting representatives should be fully vaccinated confirmed by a Vaccination Certificate to the satisfaction of the rules and regulations of our own country and visiting country/ transit country.

Refund policy of participation will be based on the following:

In case of cancellation/withdrawal of participation by members due to visa or any other reason, which is not allowed in any circumstances; and hence, full participation fee will be forfeited;

Interested Members including ST, SC, MSME members, women Entrepreneurs, exporters from J & K, Ladakh and North Eastern Region are given preference, requested to kindly fill & send the attached **Declaration Form along with 100% payment in favour of “The Indian Silk Export Promotion Council”**, payable at **New Delhi**, (per stand per member), by return mail/ courier or physically and confirm the same, so that we can forward the names of the completed applications received with full payment to the organizers.

Confirmation of booking will be made to the eligible member-participants on scrutiny of application as mentioned above on **First-Cum-First-Serve basis**. This activity is being done under the revised MAI scheme of Govt. of India and all terms and conditions are applicable and can also be seen at our www.theindiansilkexportpromotioncouncil.com;

We solicit your participation in Sourcing at Magic in Las Vegas, USA from 13-16 February 2022. Members are advised not to wait for the last date and hence requested to kindly forward their application together with filled up application of organizers at the earliest.

Last date of receipt of the application together with completed forms and participation is on FCFC basis, as stands are limited for this edition;

With best regards,
Sd/-

(Sanjeev Kr. Sharma)
Sr. Director-ISEPC
Mob: +91-9899573797

Encl: As above.

THE INDIAN SILK EXPORT PROMOTION COUNCIL

(Sponsored by Ministry of Textiles Govt. of India)
{1302-03, Ansal Tower, 38 Nehru Place, New Delhi – 110 019}

Confirmation – Cum – Declaration Form

Name of the Event	Sourcing at Magic, Las Vegas, USA
Name of the Company	M/s
Full Address of the Company with pin	
ISEPC Valid RCMC Number	
Membership Fee Paid upto the FY 2021-22	Yes / No
Type of Company (Please Tick Mark)	Pvt. Ltd / Prop / Partnership
Mobile No. of the participant (Director / Proprietor / Partner)	
Email ID of the participant/company	
Name of the Participating person	
Person participating in the event /Designation/Passport Number NOTE: (Passport should have the validity of more than 6 months) from the date of travel.	Name
	Designation
	Passport Details as per format
	Passport No.
	Date of Issue
	Date of Expiry
	Date of Birth
	Place of Issue
PAN No. (Mandatory)	
IEC Code No. (Mandatory)	
CIN Number (21 Digit)	
DIN Number (8 digit)	
Whether belongs to MSME (Please Tick Mark)	Yes / No
Whether belongs to (Please Tick Mark)	SC / ST / General, Women
Whether belongs from NER, J & K, Ladakh and Hill Areas	
Number of events participated with MAI Support during the current year	
Whether participated in the same event previously, If Yes kindly mention year	
Name of Proprietor	
Name of the Directors	
Names of the Partners	
Products HS Code 6 digit level (Mandatory)	
GST Number	
Requirement of space	

I, _____ being Proprietor/Partner/Authorized Director of M/s _____ do hereby undertake to abide by the terms & conditions of participation in the above Fair governed by MAI Guidelines of the DoC and certify that I have not availed the benefit of MAI grant for participation in any activity abroad through any other Council during the current year i.e. 2021-22 for more than one occasion and thus eligible for participation for availing grant in the above activity.

We are enclosing a Cheque of **Rs./-** per participants, per company (non-refundable) towards participation Fee / participation fees, in favour of **"THE INDIAN SILK EXPORT PROMOTION COUNCIL"**, payable at New Delhi.

(Signature of the Applicant)
Stamp / Seal of the Company
Date:.....

NOTE: *Please enclose a copy of passport (1st and last page) [Must be valid upto one year]

THE INDIAN SILK EXPORT PROMOTION COUNCIL

PROFORMA FOR CLAIMING TRAVEL GRANT UNDER MAI ASSISTED ACTIVITY ORGANIZED BY THE INDIAN SILK EXPORT PROMOTION COUNCIL DURING 2021-22

1	Name of the Activity under which participated	
2	Name of the firm claiming travel grant	
3	Address of the firm	
4	IEC Number of the firm	
5	PAN No. of the firm	
6	Name & Designation of the representative in whose respect claim is preferred only (Director/Partner/Proprietor or a regular officer of the company on Senior Managerial Position (not admissible to a foreign national) are eligible	
7	Date on which company was enrolled as a member of ISEPC (must have completed 12 months from the date of travel)	
8	Export of the company duly certified by CA i.e. during 2018-19, 2019-20 & 2020-21 (Performa attached)	
9	Travel documents i.e. copy of ticket, Boarding pass with copy of passport showing date of entry and departure at the place of event. Receipt of the amount paid if not reflected in the ticket.	
10	Amount of air travel spent by economy class by shortest route	
11	A brief report on your participation with particular reference of enquiries generated, order booked and order executed in USD	

Certified that we have not claimed travel grant from any organization/EPCs for participation in the same event and the claim is not more than the amount spent by our company.

Signature _____

Name _____

Designation _____

Company Seal _____

CHARTERED ACCOUNTANT CERTIFICATE (to be printed on the CA's letter head)

I/We hereby confirm that I/We have examined the claim papers, books of account and the prescribed documents in respect of the claim of M/s _____ and hereby certify that:

- (i) The participant Shri _____ is Director/Partner/Proprietor of the company
- (ii) Participation is as per the maximum permissible participations under the MAI Scheme.
- (iii) The participant company / firm / concern is not under investigation / charged / prosecuted / debarred/black listed under Foreign Trade (Development & Regulation) Act, 1992 , FEMA, Customs Act 1962
- (iv) The total number of participations in this particular trade fair/exhibition has not Exceeded three.
- (v) The f.o.b. value export figures during the last 3 financial year

Sl. No.	Year	Item of Exports	Value of Export in Rs. Lakhs
1	2018-19		
2.	2019-20		
3	2020-21		

- (vi) It has been ensured that the information furnished is true and correct in all respects, no part is false or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our partners is a Partner/Director/Proprietor or an employee of the above named entity or its associated concerns.

I fully understand that any submission made in this certificate if proved incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/seal of the Signatory_____

Name_____

Membership No._____

Full address_____

Name and address of the Institution where registered.

Date:

Place: