

# 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. 126/Sourcing at Magic Aug 22 /2022-23

16<sup>th</sup> April 2022

## **ISEPC's Participation in Sourcing at Magic, Las Vegas** **7-10 August 2022**

### **Highly Subsidized Participation Charges**

**To: Members of the Council;**

**SUB: Golden Opportunity to participate in Sourcing at Magic at Las Vegas under MAI Scheme of Deptt. of Commerce from 7-10 August 2022 at Las Vegas, USA**

Dear Members,

We are pleased to inform that ISEPC with the support of Ministry of Commerce & Industry is planning to organize India Pavilion at “**Sourcing at MAGIC**” as per the following schedule:

**Dates** : **August, 7 - 10, 2022 (Sunday - Wednesday)**  
**Time** : **10.00 AM - 05.00 PM**  
**Venue** : **Las Vegas Convention Centre, LV, Nevada, USA**

USA is one of the most important and top export destinations of India and is the center for international trade. India's total trade with USA was USD 80.51 BN in 2020-21 out of which exports to USA was 51.62 BN and in 2021-22 (Till December 2021 total trade was 96.61 out of which export was 62.27 BN (till December 2021) India's major exports to USA include Textiles, Apparels, precious and semi-precious stones, made-ups, floor covering, jewellery, footwear, travel goods, handbags, Leather goods etc.

### **ABOUT THE SHOW:**

Sourcing at MAGIC, USA is a global event for the wholesale business engagements and is an international show with fast and easy access to buyers. The show provides an ideal platform for exhibiting goods and services; an excellent opportunity to launch consumer trends; an excellent strategy to drive sales; strengthen the brand's image, quality and services; size up the competition; win over and captivate new customers. The exhibition is Co-located with the Sourcing at Magic. The last edition showcased more than 75,000 trade visitors. More than 40 countries participated in the show namely Spain, Germany, Bulgaria, Italy, France, Hong Kong, Indonesia, China, Turkey, Taiwan, Vietnam, Colombia, Sri Lanka, Bangladesh etc. The event also attracted audience of high-quality decision makers from industry including manufacturers, importers, agents, wholesalers, distributors and retailers of all sizes.

### **EXHIBITOR PROFILE:**

The ISEPC India Pavilion will showcase multiple categories namely:

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.

### **VISITOR PROFILE:**

Sourcing at MAGIC, USA is dedicated to industry professionals and has become one of the leading industry trade show. The show attracts the most influential buyers and designers from the major high street brands and their manufacturers.

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| <ul style="list-style-type: none"><li>• Leading high street buyers</li><li>• Store chain representatives</li><li>• Wholesalers &amp; Retailers</li><li>• Convenient Stores and Departmental Stores</li></ul> | <ul style="list-style-type: none"><li>• Buying Houses.</li><li>• Young Designers/ Start-ups</li><li>• Manufacturers</li><li>• Agents &amp; Distributors/ Buying Houses</li></ul> |
|--|--|

## **PARTICIPATION CHARGES:**

Members can reserve booth at a highly subsidized rate through The Indian Silk Export Promotion Council (ISEPC)

**Subsidized Participation Charges:** The highly subsidized participation charges do not include Air-fare, sending display materials, lodging & boarding expenditure, freight, custom Clearance, cargo charges, visa charges, Covid RPTCR charges or any other kind of personal expenses (logistics etc):

<b>Particulars</b>	<b>Participation fee of 9 Square Meter</b>
For a built up highly subsidized stand	<b>3,55,000</b>
For Non subsidized stand	<b>5,25,000</b>
Corner Charges (subject to availability)	<b>10% extra</b>
Participation Fees includes Standard built up stall of 9 Square Meters, having: Fabric Wall Panels, Fascia Name, 1 Table, 3 Chairs, 14 rods or 14 Shelves, 150 Hangers (Top / Bottom), 6 Track Lights LED White, 1 Waste bin & Cleaning, Water Supply for 4 days, 1 Power socket (For Mobile / Laptop Charging)	

### **NOTE:**

1. Please note that the proposal of event is submitted to the Govt. of India for approval under MAI for the year 2022-23 and the approval is awaited. If there is no Govt. grant approval, the stand charges will be refunded;
2. Further, in case of any variation in the grant, the participation charges will be revised accordingly for implementation by every successful confirmed participation.
3. As per the revised MAI Scheme Guidelines, a company can avail MAI assistance up to a maximum of three time participation (including past years participation) in the event;

### **AIRFARE SUBSIDY (SUBJECT TO APPROVAL):**

Eligible companies will be entitled for reimbursement of economy class Airfare on submission of documents after the completion of the event. The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Govt. of India for the said event maximum up to INR 1,25,000/- (Only one Person Per member Company i.e. only to Director, Proprietor, Partner, regular officer of the company on senior managerial Position will be eligible for the Airfare Reimbursement subject to fulfilments of terms & conditions and approval of Govt. of India).

### **REFUND POLICY**

The participation charges are **Non Refundable**, in any case.

Interested and eligible member exporters are requested to kindly send us their confirmation as per the enclosed Registration Form(s) along with remittance of the participation fee (Non-Refundable). It may be informed that we have "**Limited Stand**" and preference will be given on the basis of full payment received on first-cum-first- served basis. Payment may kindly be remitted by **NEFT / RTGS/Cheque/DD** in favour of **The Indian Silk Export Promotion Council** payable at New Delhi latest by **25<sup>th</sup> April, 2022**. ISEPC reserves the right to select the participants.

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

With regards,

Encl: Application Form

(Sanjeev Kr. Sharma)  
Sr. Director-ISEPC

# THE INDIAN SILK EXPORT PROMOTION COUNCIL

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

## Confirmation – Cum – Declaration Form

Name of the Event	<b>Sourcing at Magic, Las Vegas, USA</b>
Name of the Company	
Full Address of the Company with pin	
ISEPC Valid RCMC Number	
Membership Fee Paid upto the FY 2022-23	Yes / No
Type of Company (Please Tick Mark)	Pvt. Ltd / Prop./ Partnership
PAN No. (Mandatory)*	
IEC Code No. (Mandatory)*	
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 _____
Mobile No. of the participant (Director / Proprietor / Partner/Participating Sr. management cadre Employer )	
Email ID of the participant/company	
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 and times	
Name of Proprietor/Directors/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. 2022-23 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 (1<sup>st</sup> and last page) [Must be valid upto one year]