

The Indian Silk Export Promotion Council

(Sponsored by Ministry of Textiles & Supported by Ministry of Commerce, Govt. of India)

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ISEPC Cir 125-8/24/Magic/2024-25

2nd April 2024

To: Members of the Council & Other EPCs

Highly Subsidized Participation Charges

ISEPC's Participation in MAGIC. USA, at LV, Nevada, USA

19-21 August 2024

(Limited Booths under subsidized Category with Airfare reimbursement upto Rs 1.50,000 (Travel by Eco class) Subject to approval by Govt of India)

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

Set up day	:	18th August 2024;
Fair Dates	:	19 - 21, August 2024 (Monday-Wednesday);
Time	:	10.00 AM - 07.00 PM;
Venue	:	Las Vegas Convention Centre, South Hall / Upper Level; 3150 Paradise Rd, Las Vegas, Nevada, USA;
Airport	:	Las Vegas McCarran International Airport (LAS);

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 to participate in this Edition of Sourcing at Magic with EXIM 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;
4. It is the right fair for our members to participate in World's best Fashion Exhibition at Sourcing at Magic Las Vegas 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 North America's largest, most comprehensive domestic and international sourcing event, reflecting the fashion supply chain at its most complete. Offering unmatched access to over countries representing the world's most important markets, SOURCING at MAGIC showcases more than 80+ Countries, 1100 + exhibitors including manufacturers, suppliers and service providers from apparel, High Fashion Garments, High Fashion Accessory and manufacturing, to textiles, materials, components, supply chain, silk, shawl, scarves, high fashion accessories, high fashion jewellery, garments, RMG, Fabrics and footwear 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.

Fair at a Glance:

Name of fair	Three days Sourcing Fair at MAGIC – Las Vegas
Date	19-21 August 2024
Venue	Las Vegas Convention Center, 3150 South hall 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
Number of Times	We would be participating 3 rd time. Last participation was done in Feb 2024 with 30;
Main Organizer	Main organizer is Magic Marketplace International Sales India
Total exhibitors & Countries	80+ Countries with 1100+ Exhibitors & more than 10,600+ attendees (sourcing only)
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;
Stand size and package	9 sq mtr (approx. 10"x10") . Approx. 10"x10": Working space per 10"x10" is 8'1" deep & 9'9" wide (3mx3m) Three sided walls 1 table, 3 chairs, Approx : 1 waste basket 16 rods or shelves, carpet, 6 spot light, 1 power point, customized name fascia, 10x12, 150 top / bottom plastic hangers, water on each booths;
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	MAGIC / ISEPC will provide only 2 Visa Invitation Letters for each exhibiting company. The letters will be provided to pay exhibitors only, T&C Apply. MAGIC claims no responsibility for any Visa rejection, what so ever;
Hotels	Hotels are available in west gate side
NOTE	Labour law penal are very tight, hence heavy penalty; please take utmost care while hiring labour and manpower;

Participation Charges:

The participation charges does not include air-fare, hotel expenditure or any other kind of personal expenses (Logistics etc): It may please be noted that

In case of any variation, the participation fee will be revised. In view of the above, interested members to participate in this Edition of Magic Fair, may please submit their application with Participation fee as under:

SN	Particulars	Rates of 9 Sqmt (Approx. 10'x10')	
1	For a built up stand of 9 sq mtr (Heavily Subsidized stand rates under MAI Scheme)	Rs. 4,40,000/-	
		Appli Rs 2 Lakhs	By 30/4 Rs 2.40
2	Participation per sq mt applicable for additional space above 9sq	Rs. 72,000/-	
3	Cost of Non subsidized stand rate of 9 sq mtr	Rs 6,50,000/- (With Application)	
4	The applicants who fails to make full payment of participation charges will not be considered for allotment		
5	The participation charges do not include air-fare, hotel expenditure or any other kind of personal exp		

Eligibility for financial assistance under Market Access Initiative (MAI) revised 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.

Number of participations allowed in an event/ in a year:

- In order to ensure that the benefits of the Scheme reach a larger number of exporters, 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 Applicants have to confirm this in writing that including this fair we won't be exceeding the limit of three times in a fair in our firm;
- MAI funding** support is only provided to a member/participant company for a maximum of three MAI events in a year. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. 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).

Eligibility for financial assistance under Market Access Initiative (MAI) scheme shall be governed by the orders of the Ministry of Commerce & Industry. Since this will be a Govt sponsored MAI approved activity for abroad, GST is not being charged on “participation charges” and **TDS if deducted should be @ 1 or 2%**, since, the Council is leading the role of a coordinator / facilitator, and not receiving the payment as rental.

The Council reserves the right to accept / refuse participation to any applicant, in case not found eligible, as per MAI guidelines or it oversold under MAI Scheme, without assigning any reason, then the booth will be allocated on Council's Non Subsidies rates, as mentioned above.

Member Exporting 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.

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

- ✚ **Reimbursement of airfare :** Exporting company having the export turnover below Rs.50 crores (FOB value) in the last financial year;
- ✚ Members to have completed 13+months of Membership with this Council or any other EPC / Trade Body and is regularly filing Export returns;
- ✚ 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);
- ✚ Attached Travel Claim forms duly filled in and complete in all respects must be submitted to the Council immediately after completion of the 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 with NOC from the EPC / Trade Bodies;

Conditions for availing MAI subsidy:

- ✚ An 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;
- ✚ 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;
- ✚ 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 Council's non subsidized booth;

Guidelines for allotment of Stands:

1. All participants who have paid the full participation fee on time would be considered for allotment of booths;
2. No change in the booths, once allotted would be entertained under any circumstances;
3. In case of default of any payment due from the participants, ISEPC reserves the right to debar them from Participation in ISEPC's International Fairs and bring to the notice of appropriate authority;
4. Participants will be selected strictly on a **“First-come-first-Served”** basis.

Apply for participation: Exporters registered with ISEPC / EPC / TB can apply for participation in the above event are requested to kindly fill and submit the **“Declaration Form”** with participation fee by way of Demand / Neft / RTGS Draft in favour of **“The Indian Silk Export Promotion Council**, payable at New Delhi. **No Cheque payment will be accepted.** The payment can be sent through RTGS based on the following Bank details:

Bank Details of ISEPC- Yes Bank Ltd, Rajori Garden, New Delhi

A/c NAME	THE INDIAN SILK EXPORT PROMOTION COUNCIL
A/C No	003094600000771
BANK NAME	Yes Bank Ltd.
BRANCH NAME	Rajori Garden, New Delhi
BRANCH ADDRESS	Ground and First Floor, A-42, Vishal Enclave, Opp to TDI Mall, New Delhi- 110027
IFSC CODE NO	YESB0000030

Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained for MAI subsidised stands, which would be considered on FCFS basis. **Applicants are advised to ensure that they possess require and necessary visa to participate in the exhibition scheduled to be held at Las Vegas, USA. No request for refund will be entertained by the Council**, in any circumstances, if for any reason, including delay in visa or cancellation of visa or delay of flights and no show etc;

Due to reappearing / surging of Covid safety, if any, 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 or no participation fee will be refunded in case of non-participation / no-show in the fair, or due to visa rejection 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 requested to kindly fill & send the attached Declaration Form **along with 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; as per bank details;

Confirmation of booking will be made to the eligible member-participants on scrutiny of application by the organisers as mentioned above on First-Cum-First-Serve basis. This activity is being done and subject to approval by the Govt under MAI scheme of Govt. of India and all terms and conditions are applicable.

We solicit your participation in Sourcing at Magic in Las Vegas, USA from 19-21 August 2024 from the member companies of EPC. We have very limited stands under MAI Scheme, hence, members are requested to kindly book their stand immediately forward their full remittance directly to the ISEPC;

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 and payments, by return mail;

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 K. Sharma)
Addl ED - ISEPC
New Delhi, India;
Mobile # 9899573797

Encl: As above.

THE INDIAN SILK EXPORT PROMOTION COUNCIL

(Sponsored by Ministry of Textiles & Supported by Ministry of Commerce, Govt. of India)
{112-A Chiranjiv Tower, 43 Nehru Place, New Delhi – 110 019}

Confirmation – Cum – Declaration Form

Name of the Event	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 2023-24, 2024-25	Yes / No
Type of Company (Please Tick Mark)	Pvt. Ltd / Prop / Partnership
Mobile No. of the participant (Director / Proprietor / Partner) / or Sr Management cadre employee	
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. of the participating company (Mandatory)	
Copy of IEC & valid RCMC 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 /
Number of events participated with M; AI Support during the current year	
As a participant we confirm that including this fair we won't be exceeding the limit of three times in the fair through our participating company_____	
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. 2023-24 for more than one occasion and thus eligible for participation for availing grant in the above activity.

We are enclosing Bank Draft / NEFT 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 2024-25

1	Name of the Activity under which participated	Magic, Las Vegas; USA, (Sourcing)
2	Name of the firm claiming travel grant	
3	Address of the firm	
4	IEC & RCMC Numbers of the firm (enclose a copy each)	
5	Name of the EPC from which the firm participated	
6	PAN No of the firm	
7	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	
8	Date on which company was enrolled as a member of ISEPC/EPC/TB (must have completed 13 months from the date of travel)	
9	Export Performance of the company duly certified by CA Certificate in Original i.e. during 2021-22, 2022-23, 2023-24, (Performa attached)	
10	Travel documents i.e. copy of ticket, Boarding passes of all sectors 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(check list enclosed)	
11	Amount of air travel spent by economy class by shortest route	
12	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

SI. No.	Year	Item of Exports	Value of Export in Rs. Lakhs
1	2021-22		
2.	2022-23		
3	2023-24		

- (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 Senior Management cadre 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:

Check List
Company letter head

ISEPC/Travel Claim CHECKLIST(Abroad)/2024-25

2024_____

FILE NO ISEPC/MAI_____

CHECK LIST – FAIR / EXHIBITON ABROAD

COMPANY NMAE M/s_____;

STATION_____;

EVENT NAME SOURCING AT MAGIC – **August 2024** **(Please tick mark)**

- | | |
|---|----------|
| 1. CLAIM FORM FILLED, SIGNED & STAMPED ENCLOSED | YES / NO |
| 2. ORIGINAL AIR TICKET ECO CLASS | YES / NO |
| 3. ORIGINAL BOARDING PASSES (BOTH WAYS) | YES / NO |
| 4. TOUR REPORT AS PER FORMAT | YES / NO |
| 5. ORIGINAL CA CERTIFICATE AS PER FORMAT | YES / NO |
| 6. WHETHER 13/14 MONTHS MEMBERSHIP CONDITION MET | YES / NO |
| 7. MEMBERSHIP FEE FOR THE CURRENT YEAR PAID | YES / NO |
| 8. COPY OF UPDAED IEC & VALID RCMC OF EPC | YES / NO |
| 9. NO OBJECTION CERTIFICATE FROM OTHER EPC,IF APPLI | YES / NO |
| 10. STAMP PAPER ON LOSS OF BOARDING PASSES | YES / NO |
| 11. PHOTO COPY OF TRAVELLED PASSPORT – | YES / NO |
| 12. STAMPING OF DEPARTURE & ARRIVAL (IMMIGRATION) | YES / NO |
| 13. VISA OF COUNTRIES VISITED ENCLOSED | YES / NO |
| 14. DETAILS OF PREVIOUS TOUR TO SAME COUNTRY | YES / NO |
| 15. DETAILS OF RCMC AND NAME OF EPC / TRADE BOARD | YES / NO |
| 16. NO DUES CERTIFICATE FROM THE COUCIL; | YES / NO |
| 17. PROOF OF STAND CHARGES PAID | YES / NO |

(_____)

C/o M/s _____

To:

The Addl Executive Director – ISEPC
112-A, Chiranjiv Tower, 43, Nehru Place,
New Delhi – 110 019;