

The Indian Silk Export Promotion Council

(Sponsored by Ministry Of Textiles and Supported by Ministry of Commerce in Government of India)

ISEPC Cir No 125/ Magic @ LV AUG 25 /2025-26

31st March 2025

To: Members of the Council & Other EPCs

**ISEPC's Participation in SOURING @ MAGIC USA,
at LV, Nevada, USA 18-20 August 2025
(Only Limited Booths)**

**Subject to Approval – Subsidy is under approval with
facility of Reimbursement of air fare up to
Rs 1.50,000 (Travel by eco class)
Subject to approval by Govt of India)**

Limited Booths available

We are pleased to inform that ISEPC is planning to organize India Pavilion at
“**MAGIC Sourcing Fair at Las Vegas**” as per the following schedule:

Dates	:	Aug 18 - 20, 2025 (Monday - Wednesday)
Time	:	10.00 AM - 05.00 PM
Venue	:	Las Vegas Convention Centre, LV, Nevada, USA
Airport	:	Las Vegas McCarran International Airport (LAS)

Dear Member,

Season's Greetings from The Indian Silk Export Promotion Council!

We are organizing "India Pavilion at Sourcing at MAGIC," scheduled from **18-20 August, 2025 at Las Vegas Convention Center, USA**. MAGIC is North America's largest Fashion Accessories Trade Show, connecting 70% of the U.S. buying and selling community. The U.S. is one of the largest markets for apparel and textiles and India is a key supplier, offering high-quality products, skilled craftsmanship and sustainable fashion solutions. The event presents a valuable opportunity to showcase your best of vibrant products to the US based buyers, wholesalers, Deptt Stores, Boutique owners, and local label brands, expanding your global reach this region buyers.

Sourcing @ MAGIC is an international business platform that brings together manufacturers and suppliers from over 65 countries, offering a one-stop sourcing solution for the entire apparel and textile supply chain. The event is held alongside MAGIC, PROJECT LAS VEGAS and MAGIC MENS/WOMENS, ensuring maximum footfall from a diverse range of industry professionals. The Augustuary 2025 edition of Sourcing at MAGIC featured over 1,270 exhibitors, including 125+ from India, alongside companies from China, Pakistan, Bangladesh, Mexico, Morocco, Egypt, Korea, Thailand, Taiwan and other key sourcing destinations.

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THE EVENT COVERS A WHILE BROAD RANGE OF VIBRANT PRODUCT CATEGORY:

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

Name of fair	Three day Sourcing Fair at MAGIC – Las Vegas
Date	18-20 August 2025
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 / reimbursed in the form of subsidized participation charges, on receipt of Govt approval
Number of Times	This will be our 2nd participation; Last participation was held in August 2024 and members had done good business through silk council booths;
Total number of exhibitors	950+ (In Sourcing Section only) Exhibitors from India, Pakistan, Bangladesh, 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 terms	Booth assignment will not be released or exhibitor badges mailed until 100% of booth fee has been paid;
VISA Support	COUNCIL WILL PROVIDE VISA RECOMMENDATION LETTERS TO THE CONFIRMED EXHIBITORS TO ENTER AND PARTICIPATE IN THE ABOVE EXHIBITION AT LAS VEGAS, USA
Hotels	Members can choose Hotels which are available in West Gate side of the venue;

PARTICIPATION CHARGES

Standard Booth(9 SQM fully furnished)	INR 7,40,000/- (or equivalent to US\$ 8250.00)
Early Bird Discount	INR 12,000.00 till 30th April, 2025

VISA SUPPORT:

Visa Invitation letters / Visa Recommendation Letters will be issued only to fully paid Member exhibitors with no cancellations. Additionally, exhibitors must provide an appointment letter from the U.S. Embassy, with the appointment scheduled at least 30 days before the show.

NOTE: Preference will be given to members who have a valid U.S. visa. Booths will be allocated strictly on FCFS Basis (First-Come, First-Served Basis) upon receipt of full payments. Interested Indian member / participants are requested to submit their application (two forms attached) along with payment at the earliest:

Registered Office: 112-A, 1st Floor, Chiranjiv Towers, 43 Nehru Place 110-019; INDIA

Tele: +91-11-4054181; +91-11-9899573797

Email : isepcho@gmail.com; Website: www.theindiansilkexportpromotioncouncil.com

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Bank Details of ISEPC: YES BANK

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

Apply for participation: Exporters registered with ISEPC & with other EPCs / Trade Organization 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.

In case, applications are over-subscribed, a waitlist will be maintained 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 ISEPC**, in any circumstances, if for any reason, including delay in visa or cancellation of visa or delay of flights and no show;

Thanks n regards

Sd/-

(Sanjeev Kr. Sharma)

Executive Director (A)

& Chief Information Officer;

The Indian Silk Export Promotion Council

112-A, Chiranjiv Tower, 43 Nehru Place

New Delhi-110019, India

Mobile # +91-9899573797

Encls: As above (Application form)

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Confirmation – Cum – Declaration Form

Name of the Event	Sourcing at Magic, Las Vegas USA 18-20 August 2025
Name of the Company	M/s
Full Address of the Company with pin	
ISEPC Valid RCMC Number	
Membership Fee Paid upto the FY 2025-26	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
	Enclose a copy of your passport
	Passport No. Date of Issue _____
	Date of Expiry _____ Place of Issue _____
PAN No. (Mandatory)	
IEC Code No. (Mandatory)	
CIN Number (21 Digit) & DIN Numbers 18 dig	
Whether belongs to MSME (Please Tick Mark)	Yes / No
Whether belongs to (Please Tick Mark)	SC / ST / General, Women
Number of events participated with MAI Support during the current year	
Whether participated in the same event previously, If Yes kindly mention N o s	
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. 2025-26 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:.....2025

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