

# 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 No 125/ Magic @ LV Feb 24 /2023-24

18<sup>th</sup> Sept 2023

**To: Members of the Council;**

## **Highly Subsidized Participation Charges**

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

**13-15 February 2024**

**(Only Limited Booths under subsidized cost with Airfare reimbursement facility up to Rs 1,25,000 to 1.50,000 (Travel Claims subject to approval by Govt of India)**

**Limited Booths available under Govt Subsidy**

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:

<b>Dates</b>	:	<b>Feb 13 - 15, 2024 (Tuesday - Thursday)</b>
<b>Time</b>	:	<b>10.00 AM - 05.00 PM</b>
<b>Venue</b>	:	<b>Las Vegas Convention Centre, LV, Nevada, USA</b>
<b>Airport</b>	:	<b>Las Vegas McCarran International Airport (LAS)</b>

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 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;
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 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 92+ Countries, 950+ 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 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](http://www.magiconline.com);**

Name of fair	<b>Three day Sourcing Fair at MAGIC – Las Vegas</b>
Date	13-15 February 2024
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	<b>This will be our 2<sup>nd</sup> participation;</b> Last participation was held in August 2019 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	<b>COUNCIL WILL PROVIDE VISA RECOMMENDATION LETTERS TO THE CONFIRMED EXHIBITORS TO ENTER AND PARTICIPATE IN THE ABOVE EXHIBITION AT LAS VEGAS, USA</b>
Hotels	Members can choose Hotels which are available in West Gate side of the venue;

**Eligibility for financial assistance under Market Access Initiative (MAI) revised scheme:**

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 (3 times) **RPT Three times** (including past cases from any EPCs / Trade Bodies / FIEO) for a particular fair / exhibition thereafter have to participate in that fair on their own. Further, MAI funding support shall only be provided to a member for a maximum of three MAI events in a year in different region. In case of exporter belonging to SC / ST / Women and the exporter is having FoB Value of exports less than Rs. 50 crore in the preceding year, 5 participation in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc).”

### **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 Registration fee and Participation fee as under:

<b>SN</b>	<b>Particulars</b>	<b>Rates of 9 Sqmt (Approx. 10'x10') with shell type Intl booth</b>
1.	For a built up stand with application	Rs. 2,00,000/-
2.	<b>Heavily Subsidized stand rate of 9 sq mtr, under MAI Scheme</b>	Rs 4,19,000/-
3.	<b>Payment Schedule</b>	1 <sup>st</sup> installment - Rs. 2,00,000 with application; as booking amount; 2 <sup>nd</sup> Installment Rs 1.50 Lakhs by 15/10; Balance payment of Rs 69,000 30/10;
4.	Non subsidized stand rate of 9 sq mtr	Rs 6,50,000/-

**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 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. Incase corner booth is not allocated to interested member companies, then their cheque will be returned as it is.

### **Kindly note the following important points in connection with your participation in Sourcing at Magic at Las Vegas, USA;**

- + **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 booth of 9 sq mtr (10'X10') only under the subsidized scheme of the Department of Commerce;
- + Amount of participation charge doesn't include any expenses of representative/s of participants companies like airfare, lodging and boarding, freight, insurance, visa, expenses, transfer etc.
- + **Exhibitor Participants will be given Visa Recommendation Letter** from the Council for obtaining Visa from the concerned foreign Missions; but **preference will be given to valid US visa holders;**
- + **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 Mission at 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 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 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);
- ✦ 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-imburement of airfare should reach to the Council 14 days prior to your departure date to participate in the fair;

**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 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 **“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 Cheuqe payment will be accepted. The payment can be sent through RTGS based on the following Bank details:

**Bank Details of ISEPC:**

A/c NAME	<b>THE INDIAN SILK EXPORT PROMOTION COUNCIL</b>
A/C No	<b>8311902587</b>
BANK NAME	<b>Kotak Mahindra Bank</b>
BRANCH NAME	<b>New Delhi- K. G. Marg</b>
BRANCH ADDRESS	<b>Ground Floor, Ambadeep 14 Kasturba Gandhi Marg, New Delhi-110001</b>
IFSC CODE NO	<b>KKBK0000172</b>

**Waitlist:**

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;

Due to if reappearing / surging of Covid 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 requested to kindly fill & send the attached Declaration Form **along with payment scheduled as referred above, 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 by the organisers as mentioned above on First-Cum-First-Serve basis. This activity is being done under the MAI scheme of Govt. of India and all terms and conditions are applicable and can also be seen at our [www.theindiansilkexportpromotioncouncil.com](http://www.theindiansilkexportpromotioncouncil.com);

**We solicit your participation in Sourcing at Magic in Las Vegas, USA from 13-15 February 2024. We have very limited stands, hence, members are requested to kindly book their stand immediately;**

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	Sourcing at Magic, Las Vegas;
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	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
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. 2023-24 for more than one occasion and thus eligible for participation for availing grant in the above activity.

We are enclosing TWO Pay Order / 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 (1<sup>st</sup> 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 2023-24**

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 Performance of the company duly certified by CA i.e. during 2020-21, 2021-22, 2022-23 (Performa attached)	
9	Travel documents i.e. copy of ticket, Boarding passes 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

<b>Sl. No.</b>	<b>Year</b>	<b>Item of Exports</b>	<b>Value of Export in Rs. Lakhs</b>
1	2020-21		
2.	2021-22		
3	2022-23		

- (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: