

To,
All Members & RTEs of the Council

Sir/Madam,

Sub: Inviting application from member exporters for participation in “Sourcing at MAGIC”, to be held at Las Vegas, USA, during 13-15, Feb. 2023

In continuation to Council's Circular (EOI) dated 08/04/2022, an invitation to Member Exporters to raise hands for Expressing their interest to participate in vast number of Council's events during 2022-2023.

1. About Sourcing at MAGIC Fair:

Sourcing at Magic - Las Vegas is a domestic and international gathering of manufacturers, suppliers, and service providers from apparel and footwear manufacturing, to textiles, materials, components, supply chain, and technology solutions. Increase discovery, maximize shopping experiences, and find new cutting-edge solutions through thoughtfully organized merchandising and engaging product demonstrations throughout the live event. Magic connects 70% of buying and selling community in USA.

2. Venue and Dates:

- Las Vegas Convention Centre, Las Vegas, USA
- 13-15 Feb. 2023

3. Product Profile:

- Apparel & Accessories, Shawls, Scarves, Stoles, Home Textiles, Fabrics & Trims, etc.

4. Statistics report for category wise export to USA

Category	2017-18 US \$ Mn.	2018-19 US \$ Mn.	2019-20 US \$ Mn.	2020-21 US \$ Mn.	2021-22 US \$ Mn.	2022-23 (April-Aug) US \$ Mn.
Fabrics	2.31	2.26	4.52	3.24	3.22	1.08
Floor Coverings	35.32	39.12	39.06	43.80	56.77	14.02
Clothing Accessories	0.24	0.31	14.03	7.77	2.02	1.95
Made-ups	55.23	52.50	42.86	28.29	43.28	12.75
Total	93.11	94.19	100.47	83.10	105.29	29.80

India's Textiles products are exported to more than hundred countries. However, the USA and the EU countries account for major share of India's textiles and apparel exports. The top global export destination countries for Indian Textiles are **USA, UAE, UK and Germany**.

5. Participation fee details:

The event participation has been proposed under MAI scheme of Ministry of Commerce & Industry.

Particulars	Subsidized rate
Cost per sq.m. – upto 9 sq.m. (10 feet x 10 feet)	Rs.49,000/- per sq.m.
Cost per additional sq.m. – above 9 sq.m. (multiples of 3 sq.m only)	Rs.64,000/- per sq.m.
Corner charge – subject to availability	10% extra of total participation fee

6. Grant Eligibility for MAI scheme:

Member participants are entitled for participation under subsidised category availing grant only upto a maximum of three participations in a particular trade fair (including past cases). In case of exporters belonging to SC/ST/Women and the exporters having FOB value of exports of or less than Rs.50 crore in a year, 5 participation in a particular event is allowed.

Maximum of three MAI events in a year (April-March) is allowed for each member participant including participation through other EPCs. Maximum of five MAI events in a year (April-March) is allowed in case of exporters belonging to SC/ST/Women and the exporters having FOB value of exports of or less than Rs.50 crore in the preceding year, provided each one of these is in different market (E.g. Africa, LAC, WANA, ASEAN etc.)

Further, the participants who had completed 12 months of membership with the council and having exports of FOB Value up to Rs.50 crore in preceding financial year will be entitled for a travel grant reimbursement for the travel of Regular director/Partner/Proprietor of the company or a regular officer of the company on senior managerial position (not admissible to a foreign national) up to **Rs.1,25,000/- (economy class air travel)** or actual (whichever is less) or lumpsum amount whichever is to be approved by Ministry. (Participants with NIL export in the proceeding Financial year is not entitled for Travel grant)

7. Selection Criteria:

Selection will be on First Come First Served basis. Preference will be given to representatives of applicants having valid US Visa. Interested member exporters may send 100% their participation charges along with application to the council on or before last date of receipt of application as stipulated in the circular.

8. Prohibited Activities:

- **Open display of “price tags” and other such items which is objectionable to fair authorities**
- **Encroaching on AISLE area and other activities which affect co-exhibitors**
- **Subletting the allotted stall.**

9. Payment details:

100% Payment has to be made along with the application through any one of the following modes of payment.

Option-1: Online payment through payment gateway

Online transfer (using Debit / Credit card) via Payment gateway which is available on HEPC official website (www.hepcindia.com) or using this link below which directs you to the payment page (<https://www.onlinesbi.com/sbicollect/collecthome.htm?corpID=619676>)

Option-2: Online payment through net banking

Payment may be made through NEFT/RTGS to the following account of the Council

Name of Account : Handloom Export Promotion Council
Bank Details : State Bank of India
Branch : Greams Road, Chennai
Account No. : 35346171521
IFS Code : SBIN0020243

(Please mention your company name in the remark column, while making payment through bank transfer)

Option-3: Payment through Demand Draft/at par multicity cheque in favour of 'Handloom Export Promotion Council' payable at Chennai. (only if Online/RTGS payment is not feasible)

Please click the link (https://www.hepcindia.com/assets/fronview/Past_Reports/Payment_Procedure.pdf) for more details on Instructions for payment.

Amount once paid will not be refunded under any circumstance except cancellation of fair participation by HEPC. However, the amount will be refunded in case of cancellation of event /cancellation of event participation by the Council / Non- allotment of stall by the Council.

10. Application form:

Please click the link <https://forms.gle/vqekDoBSpqLbTpQH6> to download the application form and submit it with payment details.

11. For any further clarification, you may contact the following officials of the Council:

- a) Mr.P.Rangasamy Joint Director – 9600071902
- b) Mr.S.Ramesh, Senior Executive – 044-28276043 / 28278879

12. Last date for receipt of application along with payment is 30/11/2022.

With regards,

(N.Sreedhar)
Executive Director