



TEXPROCIL

THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored By Government of INDIA)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004.

Maharashtra State, INDIA.

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E Serve No. 55 of 2017

April 27, 2017

Sub: Inviting participation in India Pavilion at 'Intertextile Shanghai Apparel Fabrics' 11 - 13 October, 2017' to be held at Shanghai, China

Dear Member,

The Council proposes to organize India Pavilion at **"Intertextile Shanghai Apparel Fabrics: 11 to 13 October, 2017"** at Shanghai, China, under MAI Scheme.

Fabric Import into China

- Even though China is the largest manufacturer of Fabrics in the World, it also imported US\$ 7,676 Mn worth of Fabrics (of all fibres) in the year 2016. Whereas, share of India was only US\$ 84 Mn [1.11%], thereby indicating large scope to increase India's market share with suitable marketing strategy.
- Considering ever increasing production cost, including cost of raw material, power, labour cost etc., China is increasingly sourcing certain varieties of fabrics from other competitive countries.

About Intertextile Apparel Fabrics (ITSAF), Shanghai

Dates: 11 - 13 October, 2017 [3 days]

Venue: National Exhibition and Convention Center (Shanghai), 333 Songze Avenue, Shanghai, China

No. of Exhibitors at Intertextile in 2016 October edition: 4,553 companies from

29 countries and regions

No. of Visitors at Intertextile in 2016 October edition: Over 73,927 Trade Visitors from 90 countries and regions

Focus Products: All types of Fabrics

Organisers: Messe Frankfurt (HK) Ltd.

Exhibitors will have an opportunity to meet importers from around the world.

Participation Fee:

Participation Fee for a 9 Sq.Mtr. Standard built up stand – Rs.3,15,000/-

Larger Stands in multiples of 3 Sq.Mtrs are available at proportionately higher fee.

Advantages of participation through TEXPROCIL

- Additional Pre Event Publicity for India Pavilion
- 'Brand India' promotion at the Venue during the event
- Your Company brief profile in bilingual on the event publicity material
- Value Added Service to Group Participants
- **Avail MAI benefit, subject to eligibility**

Interested Members are requested to fill up the attached Application Form ([click here](#)) and send it to us along with Cheque / DD Favouring '**The Cotton Textiles Export Promotion Council**' payable at Mumbai.

Last date for sending application and payment is 15-05-2017.

GUIDELINES FOR THE ALLOTMENT OF BOOTHS:

All the participants who pay the full participation fee on time would be considered for allotment of booths:

1. Applications will be considered on FCFS basis.
2. Booth Number allocation will be on alphabetic order.
3. For the allotment of booths, where any vacancy arises after allocation, the same would be allocated to waitlisted companies.
4. No change in the booths, once allotted would be entertained under any circumstances.
5. The decision of ED, TEXPROCIL would be final in case of any confusion/dispute.

MAI funding

In accordance with the recent amendments in the MAI guidelines and conditional approval from the Ministry of Commerce, applicable subsidy will be reimbursed subject to the following important criteria:

- Those exporters who have already availed subsidised fee structure under MAI scheme for
- 3 or more times including past participation can participate by paying full participation fee.
- An exporter can avail subsidised participation fee in a maximum of 2 approved MAI events in a financial year.

CANCELLATION

In case of cancellation / withdrawal of participation by Members, participation fees will be forfeited as follows:

Less than 30 days prior to start of the event: Up to 100%

30 - 45 days prior to start of the event: Up to 75%

46 days or earlier to the start of the event: Up to 50%

Should you require any other information in this matter, we will be glad to answer the same. For further details please contact:

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We solicit your participation in '*India Pavilion*' at ITSAF, Shanghai, China to be held in October 2017.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

TEXPROCIL