



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL

(Sponsored By Government of India)

"TEXPROCIL - B2B Marketplace is live now. We invite Members to register at texprocil.co.in"

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To: Members of the Council

Sub : Group Participation in 'TEXWORLD' & 'Apparel Sourcing' Fairs, New York, USA, 25 - 27 January, 2022

Dear Member,

The Cotton Textiles Export Promotion Council proposes to Organize group Participation in 'TEXWORLD' & 'Apparel Sourcing' Fairs, New York, USA, 25 - 27 January, 2022 with 15 exhibitors. 'TEXWORLD USA' is a collocated Fair alongside "Apparel Sourcing" being organised by Messe Frankfurt Inc. USA twice in a year at New York, USA.

About TEXWORLD & Apparel Sourcing, USA

TEXWORLD & Apparel Sourcing USA is the largest trade show on the East Coast of USA for Fabrics & Apparel business.

TEXWORLD Section of the fair covers: Cotton Fabrics, Denim, Embroidery + Lace, Faux Fur, Fibers, Findings, Trims + Accessories, Functional Fabrics, Jacquard, Knits, Linens, Novelties, Prints, Shirting, Silk, Silky Aspects, Tailoring + Drapery, Technology Services, Wool, Wovens, Yarns.

Apparel Sourcing Section of the fair covers: Active wear, Bags, Denim, Dresses, Gloves, Hats/Headwear, Intimates/Shapewear, Jewellery, Knits/Tops, Labels, Loungewear/Sleepwear, Outerwear/Coats, Pants/Bottoms, Polo Shirts/Shirting, Shawls/Scarves, Socks/Hosiery, Suiting, Sweaters, Swimwear/Resort wear, Technology Services, Ties/Ascots, T-Shirts, Uniforms/Workwear.

TEXWORLD & Apparel Sourcing Fairs, New York, USA provides a dedicated sourcing marketplace for American apparel brands, retailers, wholesalers, independent design firms and buying agencies to find the best domestic and overseas apparel fabric and finished products manufacturers.

Event Dates : 25 to 27 January, 2022

Venue : Javits Convention Centre, New York City, USA
Organizer : Messe Frankfurt Inc.
Concurrent events : Texworld Apparel Sourcing

Advantages of participation through the Council

- Eligible Members participating in this event can claim MAI benefit
- The Council is undertaking an extensive efforts in publicizing 'Indian Participation' at this Show
- Projecting 'Brand India' image

It may be observed from the trade data, only 10.61% of total Fabrics & 5.21% Apparel products imported into USA was from India, indicating a vast potential for increasing the market share.

Visitor target group:

Manufacturers of clothing, Fabric Manufacturers, Private Label, Textile Retailers and Wholesalers, Mail-order, Large scale retailing, Chain store, Department Store, Trading Companies, Agents, Designers, Buying Offices, Sales Representatives etc.

According to attendee survey results from the last edition of Texworld USA, India is one of the most requested countries, after the U.S. and China, that visitors would like to meet at the event.

Value added Service

- In addition to the regular pre-event publicity undertaken by the Organizers, the Council is undertaking an extensive effort in publicizing 'India Pavilion' at this Show.
- Social Media Exhibitor Promotion: Facebook, Twitter, LinkedIn, Feather, etc.
- Press releases highlighting participation of Indian Companies.

Exhibition Format

January 2022 edition of TEXWORLD & Apparel Sourcing, New York is being held in "Traditional" format as well as "Sourcing Showroom" format.

A. Participation Fee for regular booth package:

Texprocil's Participation fee
for 'TEXWORLD' & 'Apparel Sourcing', New York, USA , January 2022
Standard booth of 9 Sq.Mtr. fee is Rs.4,76,250/-

Larger booths are also available on request at proportionately higher fee.

Each 9 Sqm. of exhibit space includes:

- 3 Side Hard Wall Structures
- 3 Chairs

- 1 Round Table
- 3 Fabric Racks or Shelves
- 3 Spotlights
- Carpeted Flooring
- Name Fascia
- 1 Wastebasket
- Marketing / PR support
- Social media exhibitor promotion: Facebook, LinkedIn, Instagram (26k followers)
- Dedicated feature email campaign (50k+)
- Highlight in “Zeitgeist” magazine (3k VIP buyers)
- Virtual Platform access included in the fee

Corner Booth Premium

Corner booth locations are available for an additional US \$500 (Rs.37,500/-).

B. Participation fee for “Sourcing Showroom” format:

For the convenience of those companies who are unable to travel, the fair is also being organised in “Sourcing Showroom” format at a fee of Rs.2,84,250/- which includes:

- Products (25 textile or 15 apparel) displayed in the Sourcing Showroom, individually labeled with QR codes
- Curation done by NYC based trend agency
- On-boarding and set-up support on Virtual Platform
- Full access to virtual platform
- Extended 45-day access to the Virtual Platform after the show
- Social media exhibitor promotion: Facebook, LinkedIn, Instagram (26k followers)
- Dedicated feature email campaign (50k+)
- Highlight in “Zeitgeist” magazine (2k VIP buyers)
- Virtual Platform access included in the fee

MAI / MDA funding

In accordance with the recent amendments in the MAI / MDA guidelines and conditional approval from the Ministry of Commerce, funding / subsidy is available subject to the following important criteria:

- Only if a minimum of 15 ‘eligible’ exporters participate in this event, MAI funding will be available.
- Those exporters who have already availed subsidised fee structure under MAI scheme for 3 times including past participation (through any Export Promotion Councils) in this particular event will not be considered as ‘eligible’ participants to avail MAI benefit for further participation at this event.

- Those exporters who have already availed MAI benefit for 3 or more times can participate by paying full participation fee.
- In the event of participation of at least 15 exporters (for the 1st or 2nd or 3rd time), applicable MAI benefit will be passed on to eligible exhibitors after finalisation of the participation.
- An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year (2021-22).
- Further, the participants who have completed 12 months of membership with the Council and having exports of FOB value upto Rs.50 crore in preceding year will be entitled for air fare reimbursement for the travel of Regular Director / Partner / Proprietor or a regular officer of the company on senior managerial position. The reimbursement will be upto Rs.75,000/- (economy class air travel) or actual (whichever is less) or a lumpsum amount subject to the final approval received from the Ministry.

Application Form:

Exporters registered with TEXPROCIL and other Textile & Apparel EPCs can apply for participation in this event. Members Interested to participate are requested to send their filled up Application with full participation fee by RTGS/NEFT as per details mentioned below:

State Bank of India, Opera House Branch, Mumbai

Current Account No. [11107497602](#)

IFS Code: SBIN0001417

Beneficiary: The Cotton Textiles Export Promotion Council

(Please email us UTR number after making the payment.)

Kindly note acceptance of Application for participation at this event is subject to payment of full fee by due date.

Last date for sending application and payment is 29-10-2021.

Application for "TEXWORLD USA" January 2022 ([click here](#))

Application for "Apparel Sourcing USA" January 2022 ([click here](#))

Companies interested to participate are requested to fill-up Disclaimer & Declaration Form also, given at Annexure-I ([click here](#))

Guidelines for the Allotment of Booths::

1. All the participants who apply and pay the full participation fee on time would be considered for allotment of stall space on FCFS basis (No part payment will be accepted)
2. No change in the stall space, once allotted would be entertained under any circumstances.

Terms of Participation

A. In case of cancellation / withdrawal of participation, full participation fee will be forfeited.

B. Booth allocation will be done by TEXPROCIL and will be binding to all the exhibitors through the Council. In case of any grievance, decision of the Executive Director remains final.

Should you require any other information, we will be glad to answer the same.

For further details please contact:

Mrs. Priya

Tel: [022-49444000](tel:022-49444000)

E-mail: priya@texprocil.org

We solicit your participation in 'India Pavilion' at 'TEXWORLD USA' & 'Apparel Sourcing', New York, USA to be held from 25 – 27 January, 2022.

Regards,

N. Ravindranathan
Director

::TEXPROCIL::

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To ensure that you continue receiving our emails, please add us to your address book or safe list.



**JOIN US TO ENSURE
COVID APPROPRIATE
BEHAVIOUR**

An initiative by
TEXPROCIL
THE COTTON TEXTILES EXPORT PROMOTION COUNCIL
(Sponsored by Government of India)
AN ISO 9001:2015 CERTIFIED COMPANY

**VACCINATION
FOR ALL**

- "Vaccination for All" at a faster pace is the only possible measure to save lives and revive the economic activity.
- The Council appeals to the exporting fraternity to undertake "Free Vaccination Drives" for all their Staff, Workers, Employees and their Families so that the status of 'NIL COVID-19' positive cases is achieved across country at the earliest.

- TEXPROCIL partners you in actively promoting the "Vaccination for All" initiatives undertaken by your company and requests you to send details on the LINK provided below.
- Along with the details, kindly also share photographs so that the Council can publicise the same through TEXPROCIL Enewsletter and social media platforms.

TEXPROCIL SUPPORTS THE NATIONAL ENDEAVOUR TO ENSURE
COVID APPROPRIATE BEHAVIOUR & VACCINATION FOR ALL

WE SUPPORT THE VACCINATION DRIVE (CLICK HERE)
Information: info@texprocil.org | Website: www.texprocil.org

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