



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.
Website: <http://www.texprocil.org>
E-mail: info@texprocil.org
Tel.: 91-22-2363 2910 to 12 Fax: 91-22-2363 2914

**Eserve No. 38 of
2019**

**March 29, 2019
Resend**

To: Members of the Council

**Sub: Inviting participation in India Pavilion at TEXWORLD &
Home Textiles Sourcing Fairs, New York, USA from 22nd to
24th July, 2019**

Dear Member,

The Cotton Textiles Export Promotion Council proposes to Organize National Level Participation in 'TEXWORLD' & 'Home Textiles Sourcing' Fairs, New York, USA with about 25 exhibitors. 'TEXWORLD USA' is a collocated Fair alongside Apparel Sourcing & Home Textiles Sourcing being organised by Messe Frankfurt Inc. USA twice in a year at New York, USA.

About TEXWORLD & Home Textiles Sourcing, USA

TEXWORLD USA is the largest apparel fabric trade show on the East Coast of USA.

Home Textiles Sourcing, the only show in the U.S. to focus solely on Home Textiles, fabrics and finished soft goods for all home applications.

TEXWORLD, Apparel Sourcing & Home Textiles 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 : 22 to 24, July, 2019

Venue : Javits Convention Center, New York City, NY, USA

Organizer : Messe Frankfurt Inc.

Concurrent events : Texworld Apparel Sourcing & Texworld Home Textiles 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

Import of Fabrics into USA

Imports of Fabrics into USA			
January - December (2018)			
Commodity	Million US \$		% share of
	World	India	India
All Fabrics	8971.61	618.45	6.89%
of which			
MMF	4064.01	307.80	7.57%
COTTON	2957.99	259.33	8.77%
SILK	79.70	10.64	13.35%
WOOL	162.70	1.60	0.98%
OTHERS	1707.20	39.08	2.29%

Source: GTA

Import of Home Textiles into USA

Import of Home Textiles into USA		
January - December (2018)		
Description	Million US \$	% share of India
Total Import	11,779	21.06%
Import from India	2,480	

Source: GTA

It may be observed from the trade data, only 6.89% of total Fabrics & 21.06 % Home Textiles 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.

Product groups:

Cotton Fabrics, Denim, Embroidery Fabrics, Functional Fabrics, Knits. Lace, Linens, Prints, Silks. Silky Aspects, Wool etc, in addition to Apparel and Home Textiles in the concurrent events.

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

Participation Fee:

A) Texprocil's subsidised

Participation fee for 'TEXWORLD', New York, USA , July 2019
Standard booth of 9 Sq.Mtr. **fee is Rs.3,00,000/-**
(Normal fee charged by the Organisers is US\$ 6,165 = Rs.4,31,550/-) Saving per company for participation through Texprocil is approx. Rs.1,31,550/-

B) Texprocil's subsidised

Participation fee for 'Home Textiles Sourcing' , New York, USA , July 2019
Standard booth of 9 Sq.Mtr. **fee is Rs.3,00,000/-**
(Normal fee charged by the Organisers is US\$ 6,165 = Rs.4,31,550/-) Saving per company for participation through Texprocil is approx. Rs.1,31,550/-

Larger booths are also available on request.

Each 9 sqm of exhibit space includes

- 3 Side HardWall Structures
- 3 Chairs
- 1 Round Table
- 3 Fabric Racks or Shelves
- 3 Spotlights
- Carpeted Flooring
- Name Fascia

- 1 Wastebasket

Corner Booth Premium

Corner booth locations are available for an additional US \$500 (Rs.35,000/-).

Important condition:

In view of recent amendments in MAI guidelines, MAI benefit will be available to exporters only if a minimum of 25 Members participate in the event, subject to fulfilment of all other terms and conditions as per guidelines.

Members interested to participate are requested to fill up the attached Application Form and send it to us along with Cheque / DD Favoursing '**The Cotton Textiles Export Promotion Council**' payable at Mumbai. OR through RTGS 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

PAN no: AAAAT9241M

(Please email us UTR no after remittance)

Last date for sending application and payment is 19-04-2019.

Application for "TEXWORLD USA" July 2019 ([click here](#))

Application for "Home Textiles Sourcing USA" July 2019 ([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.

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

As per Notification no. 11/197/2016-E&MDA dated 16.02.2018 of Ministry of Commerce & Industry, Department of Commerce (E&MDA) Division reg. eligibility for availing MAI grant with following conditions:

“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 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 two MAI events in a year.”

Reimbursement of airfare: - Further the Council has sent proposal to Dept. of Commerce for sanction of grant on account of reimbursement of airfare (economy class) if it is approved by Ministry of Commerce, accordingly, Partner / Director/ Proprietor of participating firm/co. shall be eligible for reimbursement of airfare subject to fulfilment of criteria as per guidelines under Market Access Initiative Scheme 2018 issued by the Ministry of Commerce and amended from time to time.

CANCELLATION

In case of cancellation / withdrawal of participation:

Before May 17, 2019: Cancellation Fee = 50% of total booth cost

After May 17, 2019: Cancellation Fee = 100% of total booth cost

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

Mr. N Ravindranathan / Mrs. Priya
The Cotton Textiles Export Promotion Council
Engineering Centre, 5th Floor
9 Mathew Road
Mumbai-400 004
Tel: 022-49444000 Fax: 022-23632914
E-Mail: ravi@texprocil.org (or) priya@texprocil.org

We solicit your participation in ‘India Pavilion’ at ‘TEXWORLD USA’ & ‘Home Textiles Sourcing’, New York, USA to be held from 22 - 24 July, 2019.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

:::TEXPROCIL :::

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