



TEXPROCIL

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

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E Serve No. 65 of 2019

May 09, 2019

**Sub: Avail subsidized Fee for participation in India Pavilion at
TEXWORLD, Apparel Sourcing & 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'; "Apparel Sourcing" & 'Home Textiles Sourcing' Fairs, New York, USA with subsidised fee structure under MAI scheme. **Last 10 stands are available under subsidised fee structure.**

'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.

USA is a US\$ 100 Billion market for textile products of which China is the top suppliers. ***Owing to recent trade spat between USA and China with higher import tariff applied on import from China, importers in USA are looking at alternate sources, including India thereby offering a vast scope for increasing India's export of textiles to USA by undertaking suitable marketing efforts.***

Participation in co-located Fairs Texworld / Apparel Sourcing / Home Textile offers an opportunity to meet with some of the major importers of textile products in USA.

About TEXWORLD, Apparel sourcing & 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

It may be observed from the trade data for the year 2018, 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.

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 Favouring **'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 17-05-2019.

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

Fee paid is non-refundable in case of withdrawal of participation. 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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Mumbai-400 004
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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

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