



EPCH
Export Promotion Council
for Handicrafts
Connecting. Empowering. Transforming.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

EPCH HOUSE. PKT. 6 & 7, SECTOR "C", LOCAL SHOPPING CENTRE, VASANT KUNJ, NEW DELHI-110070
Tel: 91-11-26135256 Fax: 91-11-26135518,26135519 Email: pankaj.saw@epch.com Web: www.epch.in
Ref. No. EPCH-4/1[40]/SAM(USA)2024

CINU20299DL986NPL023253
GST NO. 07AAACE1747M1ZJ

20 May 2024

To,

All Members,

SUBJECT: EPCH PARTICIPATION IN SOURCING AT MAGIC, LAS VEGAS (USA) FROM 19-21 AUGUST 2024

Sir/Madam,

Sourcing at MAGIC organised by INFORMA MARKET USA is the world's largest Apparel & Accessories Trade Show in North America. MAGIC connects 70% of the buying and selling community in United States. This is a destination for product development groups to find new trends, new niches and fashion "value added" and "commodity" vendors in one efficient, focused location during the largest fashion market week in the world. Total no of Exhibitors at Sourcing at MAGIC is 1100+ (Indian Exhibitors 100+, China, Pakistan, Bangladesh, Mexico, Morocco, Egypt, Korea, Thailand, Taiwan etc.) with 10600+ visitors from 80+ countries.

Export Promotion Council for Handicrafts (EPCH) is regularly participating in "Sourcing at Magic" and invite application from members exporters for this edition of Sourcing at MAGIC at Las Vegas Convention Centre, Las Vegas (USA) from 19-21 August 2024.

Built-up booth charges: EPCH is offering a built-up booth of 9 sq. mtr. after highly subsidized charges of Rs. 4,50,000 to the eligible participants only with financial support of Ministry of Commerce & Industry under MAI Scheme. Those who are not eligible for financial subsidy full amount of Rs. 7,00,000/- will be charge.

Financial Support: The above subsidized participation charges on the anticipated grant from the Ministry. In case of any variation the participation charges may be revised.

Additional financial support under MAI Scheme:

1. Eligible exhibitors can also claim air fare reimbursement (economy excursion class) upto the maximum ceiling limit of Rs.1,50,000/- as per MAI guidelines upon submission of their claims in prescribed format.
2. Eligible exhibitors can also claim reimbursement of 50% total freight amount with an upper ceiling of ₹50,000/- per participant towards shipment of exhibits. The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event. Please refer to the excerpts related to the revised MAI Guidelines **(Annexure-I)**.

Booth package:

EPCH will provide built-up booths in shell scheme with Octanorm Wall, Carpet, Company Name Fascia, 6 LED track lights, 1 Power point, 1 Table and 3 Chairs, Textile Rods or Shelves, Waste Basket.

However, participants have to make their own arrangement & expenses for travel, hotel accommodation, Shipment/Clearing, Customs Duties of exhibits, visa etc. Participant have no right to claim refund if visa not granted.

Applicants with valid US VISA will be preferred. The Council/show organizer reserves the right to selection of participants. The participation guidelines of fair organiser (INFORMA MARKET USA) shall be applicable.

Interested members are invited to submit their application (enclosed herewith) along with an advance amount of Rs.2,00,000/- by way of RTGS in favour of the Export Promotion Council for Handicrafts payable at New Delhi latest by **15th June 2024 (Saturday)**. The applicants will be informed to deposit the balance participation charges by demand draft/RTGS order only after selection by the Council. In case of withdrawal of participation after the selection by the Council, the application money will be forfeited. For further details, please feel free to Mr. Pankaj Kumar Saw, Export Promotion Officer on email pankaj.saw@epch.com and mobile number+91 9958882460.

Thanking you,

Important: Effective immediately, we have transitioned to a new Virtual Bank Account for all financial transactions.

Please **DO NOT** make any payments to our existing current account in PNB Bank.

**VIRTUAL ACCOUNT INFORMATION for payment by RTGS/NEFT	
Account Name : Export Promotion Council for Handicrafts	Bank Name : Union Bank of India
**YOUR VIRTUAL BANK ACCOUNT NUMBER is a combination of the first Nine letters of EPCH account (i.e.17730EPCH) and the last Six Digits of your EPCH Membership number.	Branch : FCS Centre Bangalore, Bangalore
	IFSC Code : UBIN0996335
Company Name :-	

EPCH Account	Membership Number	Your Virtual Bank account No.
17730EPCH	17730EPCH.....

Looking forward to your immediate response.

Yours faithfully,

(R. K. Verma)
Executive Director

Enclosed: Application form with Fact Sheet and Terms & Condition

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Our mailing address is: Export Promotion Council for Handicrafts, EPCH House Pkt. 6 & 7, Local Shopping Centre, Vasant Kunj, New Delhi, India					

FACT SHEET

“SOURCING AT MAGIC”



EPCH
Export Promotion Council
for Handicrafts
Connecting. Empowering. Transforming.

Venue: **Las Vegas Convention Centre**

Date: **19-21 August 2024**

<i>Fair Date & Hours</i>	19-20 August 2024 – 9.00am – 6.00pm 21 August 2024 - 9.00am – 4.00pm
<i>Venue</i>	LAS VEGAS CONVENTION CENTER, LAS VEGAS 3150 Paradise Rd, Las Vegas, NV 89109
<i>Exhibitors</i>	Around 1100+ exhibitors from 80+ countries
<i>Visitors</i>	10600+ trade visitors recorded during last edition
<i>Fair Profile</i>	Sourcing at MAGIC is internationally reputed fair for product development groups to find new trends, new niches and fashion “value added” and “commodity” vendors in one efficient, focused location. Sourcing at MAGIC will provide a convenient space for mainly American retail buyers, global importers, licensees and brands to meet and conduct business with international manufacturers and suppliers.
<i>Product Profiles:</i>	Fashion Jewellery, Semi-Precious Jewellery, Imitation Jewellery, Stole, Scarves & Shawls, Fashionable Protective Wear, Belts, Waistbands & Wallets, Hand Bags, Purses & Clutches, Head & Hair Accessories, Handmade Attires, Leather Accessories & Footwear, Natural Sustainable Fashion, Home Décor, Home Textiles and Gifts.
<i>Visitor Profiles:</i>	Mainly American Importers, Agents, Buying offices, distributors/wholesalers, fabric and trim buyers, product development and design teams and large volume retailers including department/ chain stores, e-commerce companies and mass merchandisers
<i>Participation Fee</i>	<ul style="list-style-type: none"> • The actual cost of participation is Rs. 7,00,000/- for 9 sqm (Aprox 10’x10’) built-up booth before grant. [Actual space is 8’1” (depth) and 9’9” (wide)] • However EPCH is offering a built-up booth of 9 sq. mtr. after highly subsidized charges of Rs. 4,50,000 to the eligible participants only with financial support of Ministry of Commerce & Industry under MAI Scheme. Those who are not eligible for financial subsidy full amount of Rs. 7,00,000/- will be charge. • Eligible exhibitors can also claim air fare reimbursement (economy excursion class) upto the maximum ceiling limit of Rs. 1,50,000/- as per MAI guidelines upon submission of their claims in prescribed format. • Eligible exhibitors can also claim reimbursement of 50% total freight amount with an upper ceiling of ₹50,000/- per participant towards shipment of exhibits. <p>The amount of reimbursement shall be subject to the approval and quantum of funds approved by the Ministry for the said event. Please refer to the excerpts related to the revised MAI Guidelines (Annexure-I).</p>
<i>Financial Support</i>	Council has submitted proposals to Govt. of India, for financial support to member exporters. The above subsidized participation charges on the anticipated grant from the Ministry. In case of any variation the participation charges may be revised.
<i>Booth Package</i>	EPCH will provide built-up booths in shell scheme with Octanorm Wall, Carpet, Company Name Fascia, 6 LED track lights, 1 Power point, 1 Table and 3 Chairs, Textile Rods or Shelves, Waste Basket.
<i>Organiser</i>	INFORMA MARKET USA
<i>Show website</i>	https://www.sourcingatmagic.com/en/home.html
<i>Last date of submission of application</i>	15th June 2024 (Thursday)
<i>EPCH Contact</i>	Mr. Pankaj Kumar Saw, Export Promotion Officer Tel: +91 11 26135256 (Extn: 130) Mobile : +91-9958882460 E-mail: pankaj.saw@epch.com

Please Note: The participation guidelines of organizer of Sourcing at MAGIC 2024 i.e. INFORMA MARKET USA

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

APPLICATION FOR “SOURCING AT MAGIC” LAS VEGAS (USA)

VENUE: LAS VEGAS CONVENTION CENTRE
DATE: 19-21 AUGUST 2024

Last Date for submission: **15th June 2024**

1	Name of the Organization					
2	Address for Correspondence					
3	Telephone	City code-	9	1	-	
4	Mobile no.	+ 91 -				
5	Email					
6	Website					
7	Size of Stand	<input type="checkbox"/> 9 Sq. Mtr. [Actual space is 8'1"(depth) and 9'9" (wide)]				
8	Product Profile	<input type="checkbox"/> Fashion Jewellery, Semi-Precious Jewellery, Imitation Jewellery <input type="checkbox"/> Stole, Scarves & Shawls <input type="checkbox"/> Fashion Bags, Purses & Clutches <input type="checkbox"/> Head & Hair Accessories <input type="checkbox"/> Handmade Attires <input type="checkbox"/> Leather Bags & Accessories <input type="checkbox"/> Natural Sustainable Fashion <input type="checkbox"/> Footwear <input type="checkbox"/> Fashion Accessories <input type="checkbox"/> Fashionable Protective Wear, Belts, Waistbands & Wallets <input type="checkbox"/> Home Décor <input type="checkbox"/> Home Textiles & Furnishings <input type="checkbox"/> Gifts				
9	Membership no.	EPCH/MEM/				
10	Renewal Fee Paid 2024-2025	YES <input type="checkbox"/> NO <input type="checkbox"/>				
11	Status Of The Company	<input type="checkbox"/> Limited <input type="checkbox"/> Private Limited <input type="checkbox"/> Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> State / Central Govt. Organization				
12	PAN (Income Tax Permanent Account No.)					
13	CIN (Corporate Identification No)					
14	IEC Number					
15	AADHAR Card No.					
16	GSTN No.					
17	Name of Proprietor / Partners /Directors [Please Provide Director Identification No. (DIN) in case of Limited Co./ Pvt. Ltd Co.]	NAME	Director Identification No. [DIN]			
18	Name & Designation of the Person who is / are Traveling for the Event. <u>Applicants with valid US VISA will be preferred.</u> [Please enclose the copy of First & Last page of passport]	Name of person	Designation	Passport No.	Date of Issue	Date of Expiry
19	PRODUCTS TO BE DISPLAYED	LIST OF HS CODE IS ENCLOSED ** HS CODE [IT IS MANDATORY]				
20	Export Performance of Handicrafts Items only Amounts In Rs [Lakh]	2021-2022		2022-2023		2023-2024
21	HAVE YOU PARTICIAPTED EARLIER IN ABOVE FAIR YES / NO [IF YES] PELASE TICK]	2012 <input type="checkbox"/>	2013 <input type="checkbox"/>	2014 <input type="checkbox"/>	2015 <input type="checkbox"/>	2016 <input type="checkbox"/>
		2018 <input type="checkbox"/>	2019 <input type="checkbox"/>	2020 <input type="checkbox"/>	2021 <input type="checkbox"/>	2022 <input type="checkbox"/>
		2024 <input type="checkbox"/>				

The Participation guidelines of organiser of Sourcing at MAGIC i.e. INFORMA MARKET USA shall be applicable. I have noted the terms and conditions of EPCH.

Place:

Signature & Stamp:

Date:

Name & Designation:

GENERAL EXHIBITOR RULES

<u>1.</u>	SPACE BOOKING <ul style="list-style-type: none">• Participation application should be in prescribed format and be submitted within the prescribed date for booking of space.• Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.• The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to EPCH and debarring the participation from the future participation in EPCH's event
<u>2.</u>	ALLOTMENT OF SPACE TO THE PARTICIPANTS <ul style="list-style-type: none">• EPCH reserves the right to select the participants.
<u>3.</u>	WITHDRAWAL & REFUND OF PARTICIPATION FEE <ul style="list-style-type: none">• Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited alongwith application will be forfeited. <p>However, Part-Refund of participation fee will be considered in case where:</p> <ul style="list-style-type: none">• The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable.• There is a change in the venue and date of an event, Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.
<u>4.</u>	VISA <ul style="list-style-type: none">• The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Partner/Senior Officer of the company.• Since EPCH, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.
<u>5.</u>	GENERAL <ul style="list-style-type: none">• Only goods of Indian origin will be allowed for display at India Pavilion.• In case representative of the participants will not report at booth during the show. EPCH reserve its right to obtain reason from participants for NO SHOW. In case EPCH is not satisfied with clarification of participants EPCH may initiate the necessary action against such participants.• Participants will not be allowed to remove the exhibits during the show without specific written permission from EPCH or show Organisers.• Participants will be required to furnish complete information in EPCH Feedback form about "Business Generated on the spot" "Expected Business to be generated" and also "Number of Enquiries" etc. on the last day of the fair. Compliance with this rule will be one of the criteria for selection of the participants for future of EPCH programmes.• EPCH will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. EPCH will have no liability whatsoever for any kind of refund or payment in this regard.• Participants will adhere to such other regulations as may be prescribed by the country in which the show is held and/or the Fair Organisers.• In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation in EPCH's Fair in India & abroad and bring to the notice of appropriate authority.• Participants will make own arrangement for sending their exhibits / handling / clearing of exhibits in India as well as at destination and Council will not have any responsibility towards the same. Please ensure your exhibits should reach at exhibition venue atleast one day before the opening of exhibition.• All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.• In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase of exhibits not being displayed due to any reason, EPCH shall be under no liability to compensate expenditure of loss, if any incurred by the participants

BANK DETAILS FOR PAYMENT BY RTGS / NEFT

IMPORTANT: Effective immediately, we have transitioned to a new Virtual Bank Account for all financial transactions. Please DO NOT make any payments to our existing current account in PNB Bank.

****VIRTUAL ACCOUNT INFORMATION for payment by RTGS/NEFT –**

YOUR VIRTUAL BANK ACCOUNT NUMBER is a combination of the first Nine letters of EPCH account (i.e.17730EPCH) and the last Six Digits of your EPCH Membership number.

Account Name : **Export Promotion Council for Handicrafts**

Branch : **FCS Centre Bangalore, Bangalore**

Bank Name : **Union Bank of India**

IFSC Code : **UBIN0996335**

Company Name :-

EPCH Account No.	+	Membership Number	=	Your Virtual Bank account No.
17730EPCH		0....		17730EPCH0.....

I have read, understood and accept the terms and conditions for participation in the above fair through the Council. I hereby enclosed the RTGS / Demand Draft No. _____ Dated _____ for Rs.2,00,000 drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in Sourcing at MAGIC, Las Vegas from 19-21 August 2024.

Place:

Date:

Signature & Stamp:

Name:

Designation:

- Encl.: 1. RTGS No. / Demand Draft of participation charges
2. Two product photographs

With regard to participation in fairs / exhibitions abroad, Ministry of Commerce & Industry, Govt. of India has recently made certain amendments in the existing MAI guidelines for the beneficiary under MAI scheme vide dt. 26.6.2023. Some excerpts of the scheme related to exporter's participation in international fairs are provided as follows:

MAI Guidelines for space booking & participation:

- A member can avail grant in aid for maximum of three participations in a particular trade fairs / exhibitions.
- Members who have availed MAI assistance three times (including past cases) for particular fairs / exhibitions thereafter member have to participate in that fair on their own cost.
- MAI funding support was only be provided to a member for a maximum two MAI events in a year.
- In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc).
- The above guidelines as such would be adhered strictly and all exporters / members may please note the same, while applying for participation in any fair under MAI scheme for availing grant in aid. However member can participate beyond the prescribed limit of the guidelines on their own expenditure under the umbrella of the EPCH.

Airfare Reimbursement Guidelines:

- i. The ceiling of airfare reimbursement to Indian exporters for participation in events abroad and also for hosting foreign buyers in RBSMs in India enhanced by 20%, as indicated below, with effect from FY 2023-24:
 - a. ₹1,50,000/- for Africa and American continents; and
 - b. ₹ 90,000/- for other markets (such as Europe, WANA, ASEAN, CIS, NEA etc).
- ii. Reimbursement of airfare to the companies having nil exports/ start-ups/ new exporters may be allowed up to 10% of the total number of participants, subject to the following conditions:
 - a. The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Scheme guidelines.
 - b. The exporter has been active in the domestic market and has at least annual turnover of ₹ 50.00 lakh in the preceding financial year.

(Note: For other exporters also, it will be necessary to have minimum annual export turnover of ₹10 lakh in the Preceding financial year to avail reimbursement of airfare.)

Reimbursement of freight charges of exhibits

- MAI Support provided for shipment of exhibits on 50% funding basis to Micro and Small Enterprises, as defined in the MSME Act, with an upper ceiling of ₹50,000/- per exporter per event.
- Such Support of Freight charges will be available to only such exporters who are eligible for airfare reimbursement under the Scheme, i.e. the exporters having f.o.b. value of exports of less than ₹50 crore in the preceding financial year.

(TO BE PREPARED ON THE COMPANY LETTER HEAD)**DECLARATION / UNDERTAKING**

I / We hereby declare that M/s. _____, (IEC no: _____) Address: _____, submitted the application to EPCH for participation in Sourcing at MAGIC 2024 scheduled from 19-21 August, 2024 at Las Vegas Convention Center, Las Vegas Nevada, USA under MAI Grant. The details of participation under MAI Grant are given below:

A. FOB Value of export of handicrafts during last Three Financial Years:

YEAR	AMOUNT IN RS.
FY 2021 - 22	_____
FY 2022 - 23	_____
FY 2023 - 24	_____

B. As per MAI scheme of MOC&I, Grant-in-aid is admissible for participation in international fair i.e. Sourcing at MAGIC at Las Vegas, USA for maximum 3 years (including earlier years also), the details of above company of previous participation held in Sourcing at MAGIC is given below:

Have you participated earlier held in Sourcing at MAGIC	YES <input type="checkbox"/> / NO <input type="checkbox"/>				
If YES, please tick	2012 <input type="checkbox"/>	2013 <input type="checkbox"/>	2014 <input type="checkbox"/>	2015 <input type="checkbox"/>	2016 <input type="checkbox"/>
	2017 <input type="checkbox"/>	2018 <input type="checkbox"/>	2019 <input type="checkbox"/>	2020 <input type="checkbox"/>	2023 <input type="checkbox"/>
	2024 <input type="checkbox"/>				

C. As per scheme of MAI Grant, a member exporter/company can avail maximum 2 times financial support under MAI Scheme in a financial year i.e. FY 2024 – 25. I hereby declare that our company have participated/plan to participate in the following fair under MAI Grant in FY 2024 – 25:

1. _____
2. _____
3. _____
4. _____
5. _____

I / we declare that the company is not under Investigation / Charged / Prosecuted / Debarred / Blacklisted under EXIM Policy of India or any other law relating to Export & Import Business.

I / we solemnly declare that the above particulars submitted are correct. I / we hereby undertake that myself and the company are accountable and responsible for any incorrect information given in the above claim.

I / we agree to provide any additional document(s)/information to the Council pertaining to our above declaration as and when sought by the Council.

Place:
Date:

Signature of Authorized Representative of the Firm
(Company Seal)

Name

Designation

(TO BE PREPARED ON THE COMPANY LETTER HEAD)

“SOURCING AT MAGIC” LAS VEGAS (USA)
(19-21 AUGUST 2024)

Details to be provided for availing MAI Grant by the participating company:

Name of the participating Company / Organisation	
Type of company (Private/ Partner/ Limited/ Proprietor)	
PAN Card Number	
CIN Number (in case of private limited)	
IEC Number	
GST No.	
Name of Director / Partner / Proprietor	
Designation	
DIN Number	
Whether belongs to MSME	Yes <input type="checkbox"/> No <input type="checkbox"/>
Women Entrepreneur	Yes <input type="checkbox"/> No <input type="checkbox"/>
Category (SC, ST, GENERAL) *	
HS Code: 6 Digit	
Name of person attending the fair	
Passport No.	
Product Items on display	

Place:

Date:

Name

Signature of Authorized Representative of the Firm

(Company Seal)

Designation
