



## POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt. of India)

**Head Office:** GC-2, Ground Floor, Gundecha Onclave, Kherani Road, Saki Naka, Andheri (East), Mumbai - 400 072. Maharashtra. **Fax:** +91(22) - 2850 4146

**Tel Phone:** +91(22) - 2850 2050 / 2060 / 022- 4969 6368 | **Email:** pdexcilmumbai@gmail.com

**Website:** www.pdexcil.org | **CIN NO.** U74999MH1995NPL092486

पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

### HOME @ SOURCING AT MAGIC

13<sup>TH</sup> TO 15<sup>TH</sup> FEBRUARY, 2024

LAS VEGAS, USA

PDEXCIL MUM/For Events MAI/2023-24/92/Part XI/250

21.09.2023

Sub: Home @ Sourcing at MAGIC from 13<sup>th</sup> to 15<sup>th</sup> February, 2024 at Las Vegas, USA

Dear All,

We are pleased to inform that PDEXCIL is organizing group participation in Home @ Sourcing at MAGIC from 13<sup>th</sup> to 15<sup>th</sup> February, 2024 at Las Vegas, USA likely to be held under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

#### **About the event:**

Sourcing at MAGIC - dedicated to the contract manufacturing and private label business. Sourcing at MAGIC is 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 apparel market week in the world. Sourcing at MAGIC will provide a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with offshore manufacturers and construct suppliers from the international manufacturing countries. Total no of Exhibitors at Sourcing at MAGIC is 950+ (Indian Exhibitors 100+, China, Pakistan, Bangladesh, Mexico, Morocco, Egypt, Korea, Thailand, Taiwan etc.) Sourcing at MAGIC is the ultimate international business platform offering one-stop shopping for the entire apparel supply chain. Timed to coincide with MAGIC, manufacturers and component suppliers have the unique opportunity to connect with thousands of sourcing executives, designers, wholesalers, private label buyers and the top U.S. multi-unit retailers.

Facts & figures of Home @ Sourcing at MAGIC, Aug-2023 show:

- 1630+ Exhibitors
- 10,800+ Attendees
- 75+ Countries
- 40% New Buyers
- 75% Buying Power

#### **Regional Offices**

**Erode:** Basement No 1, Texvalley Main Mall Building, Gangapuram Post, Erode- 638 102, Tamil Nadu | **E-mail:** pdexcilero@gmail.com | **Tel Phone:** + 91 87785 82591

**New Delhi:** Flat No 511, 5<sup>th</sup> Floor, Indra Prakash Building, Plot No. 21, Barakhamba Road, New Delhi - 110 001 | **E-mail:** pdexcilrodeldhi@gmail.com | **Tel Phone:** + 91 (11) 4305 3536

Venue	Las Vegas Convention Center, Las Vegas Nevada, USA	
Date	13.02.2024 to 15.02.2024 (3 days) Physical Event	
Exhibitor profile	Apparel & Accessories, Leather & Footwear, Fabrics & Trims, Home Textile, Fashion Jewellery, Knitted Garments, Leather Apparel, Woven Garments, Small Leather Goods, Scarves, Shawls, Active/Fitness/Athletic, Blouses Ladies, Cashmere, Denim, Dresses & Skirts, Footwear, Golf Shirts, Infant / Toddler, Girls/Boys, Knit Separates, Knit Shirts, Lingerie, Loungewear & Sleepwear, Organic Apparel, Outerwear, Pants/Casual, Shorts, Sweaters, Swimwear, T-Shirts, Tailored Pants, Tailored Suits, Underwear, Uniforms/Work-wear, Woven Shirts – Dress & Casual, Special Sizes (Petit, Plus, Big & Tall) For more information, please visit web site: <a href="http://www.magicfashionevents.com">www.magicfashionevents.com</a>	
Visitor profile	Importers, agents, buying offices, distributors / wholesalers, fabric and trim buyers, product development and design teams and large volume retailers including department / chain stores, catalog / mail order companies, e-commerce companies and mass merchandisers.	
Set update of the event	12 <sup>th</sup> Feb 2024 (Monday)	
Show timing daily 13-15.02.2024	Tuesday, February 13	9 am - 6 pm
	Wednesday, February 14	9 am - 6 pm
	Thursday, February 15	9 am - 4 pm
Total No of Exhibitors	92+ Countries, 950+ Exhibitors & More then 9400+ Attendees (Sourcing Only).	
Standard Booth	9 sq. mts. & in multiples of 9. No other configurations will be allowed, in case you require any other configuration, please request for same in advance & approval subject to show management's decision.	
Stand booth inclusions	10' x 10' (9 SQM) Space cost, three sided walls, 1 Table, 3 Chairs, 14 Roads or Shelves, Carpet, 6 LED Track Light, 1 Power Point, Customize Name Facia (Size 10' x 10"). 150 Top / Bottom Plastic Hangers, Water on each booth. 1 electrician and 1 technician services included for 3 days, 1 waste Basket.	
Participation Charges	INR 4,20,000/- (9 sqm booth for PDEXCIL Members) INR 4,25,000/- (9 sqm booth for Non-members) Proportionate rate will be charged for proportionate sq. mtr. subject to availability.	
Non subsidized stand rate of 9 sqm	Rs 6,50,000/-	

**Participation information:** To book the stall please make full and final participation fee through RTGS/NEFT to PDEXCIL bank account on or before 31.10.2023 along with application form as attached.

**Bank Details for Payment through RTGS/NEFT:**

NAME OF THE ACCOUNT	POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL (PDEXCIL)
BANK	STATE BANK OF INDIA
BRANCH	SAKINAKA BRANCH, SAKI VIHAR ROAD, ANDHERI (EAST), MUMBAI- 4000072 TEL.NO. 022-28591973, 28521307
ACCOUNT NO	30112394507
IFS CODE	SBIN0000567
TYPE OF A/C	CURRENT ACCOUNT

*Note: If any TDS is applicable on the above participation fees, deduct and pay to the Income Tax Department and provide the Form 16A to the council. Late deduction of TDS after receipt of the Full & Final participation fees to the council will not be allowed/refunded.*

**Refund & Cancellation Policy:**

1. Before 10th October, 2023, 100% of participation fees/advance will be refunded.
2. From 10th to 31st October 2023, 50% of participation fees/advance will be refunded.
3. After 31st October, 2023, in any case no refund will be given of participation fees/advance.
4. Only if any National level travel bans happen from India to USA or vice-a-versa, due to Covid-19 pandemic or any other calamity, refund will be given.
5. In case council cancels its participation in the event, refund will be given.
6. Apart from above mentioned reasons, in any other case refund of participation fees will not be given.

The participation fee is for stall only and all other expenses towards airfare, visa charges, hotel stay, foods, local travel expenses & any other incidental expenses will be borne by the participants by their own. However, eligible participants may claim reimbursement of air-fare subject to the guidelines of MAI scheme and sanction of fund from Ministry of Commerce, Govt. of India.

**Basic Eligibility Criteria for financial assistance under MAI scheme:**

- 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. In the case of exporters belonging to SC/ST/Women and the exporter 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.
- EPCs/Trade Bodies must ensure that the MAI funding support is only provided to a member/participant company for a maximum of three 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 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).

**Basic Eligibility Criteria for air fare reimbursement:**

1. Reimbursement of airfare to the companies having nil exports/start-ups/new exporters may be allowed to the participants as per the following conditions:-
  - 1(a). The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Schemes guidelines.
  - 1(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.



2. For other exporters also, it will be necessary to have minimum annual export turnover of Rs. 50.00 lakh in the preceding financial year to avail reimbursement of airfare.
3. Exporter with an f.o.b. value of exports below Rs 50 crore in the preceding financial year.
4. Having membership with EPC for atleast past 12 months and submitting export return regularly.
5. Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position.
6. Claim to be submitted within 45 days of return to India in the prescribed format with all supporting documents (for more details refer MAI guidelines).
7. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
8. Airfare reimbursement is subject to the sanction of grant by the Dept. of Commerce.

To ensure your participation, please send the application to PDEXCIL office by email/post/hand delivery. The application form can be sent on email id; [pdexcilmumbai@gmail.com](mailto:pdexcilmumbai@gmail.com)

In case you need any clarification, please feel free to contact us at:

PDEXCIL Head Office:- 022- 28502050/2060,  
Ms. Lavany Saxena, Assistant Director: +91 9892886912  
Mr. Pankesh Chipkar, Section Officer: +91 9821126523  
Ms. Nasreen Mujawar, Jr. Assistant: +91 8433880538

PDEXCIL Regional Offices:

Erode: - Mr. C. Vijayakumar, Jr. Assistant: +91 8778582591  
Delhi: - Mr. Vishal Patyal, Regional Officer: +91 7814014458



(MAHESH N. SANIL)  
EXECUTIVE DIRECTOR