

BY EMAIL

PDEXCIL MUM/For Events MAI / 2021-22/92/Part III/203

19.10.2021

**Sub: Home @ Sourcing at MAGIC 2021 from 13<sup>th</sup> to 16<sup>th</sup> February, 2022 at Las Vegas, USA**

Dear All,

We are pleased to inform that PDEXCIL is organizing group participation in Home @ Sourcing at MAGIC 2021 from 13<sup>th</sup> to 16<sup>th</sup> February, 2022 at Las Vegas, USA likely to be held under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

**About the event:**

MAGIC is the world's largest Apparel & Accessories Trade Show in North America. The event connects 70% of buying and selling community in United States. Home @ 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. Home @ Sourcing at MAGIC is seen by top brands and importers from around the world. 56+ countries represented by buyers, 50% are top decision makers (owners, CEOs, EVPs, presidents), 33,800+ new virtual connections made between exhibitors and buyers

**Facts & figures of Home @ Sourcing at MAGIC, Feb-2020 show:**

- Sourcing & Footwear: 1000+ Factories, [generally sourcing has 1200-1500 companies]
- 26 Exhibiting Countries
- Registered Buyers for Sourcing: 25,000
- MAGIC Marketplace (Branded): 3500+ Exhibitors [Branded show]

This time, Home @ Sourcing at MAGIC will be in two forms; Physical and Online and we are happy to announce to Indian exporters that participation through PDEXCIL will offer you both online and physical platform in one package.

The physical participation with a booth in Home @ Sourcing at MAGIC Las Vegas gives fashion businesses, brands, and sourcing professionals the opportunity to connect and collaborate with an international community of global manufacturers, suppliers, and service providers. With a strong presence among international exhibitors and attendees and deep domestic connections, Home @ Sourcing at MAGIC Las Vegas is a “global” community.

Home @ Sourcing at MAGIC is a Domestic and International gathering of manufacturers, suppliers and service providers from apparel and footwear manufacturing, textiles and materials to components, home textiles, supply chain and technology solutions.

Venue	Las Vegas, Convention Centre, U.S.A
Date	13.02.2022 to 16.02.2022 (4 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.
Standard Booth	9 sq. mts / (Aprox 10' x 10') *Actual working space per 10' x 10' is 8' 1" deep and 9' 9" wide.  Raw space, Three-sided hard wall, 10' x 1.2', Name facia including PDEXCIL logo, 3 chairs, 1 table, 6 Track LED light, 1 Power Outlet for Laptop charging, 1 Dustbin, 150 Hangers, (Top OR Bottom / Mix), 16 Rods / Shelves, Booth setup and Dismantle, Onsite assistance for all 4 days 1 Electrician and 1 technical person, Water, Tea & Coffee - Common area for India Pavilion

### Participation information:

**Physical Booth + Digital Profile:** For exhibitors who have no travel restrictions, enjoy the benefits of an exclusive booth in Las Vegas where you'll present your products to buyers who have already previewed it on their digital platform and follow up with them in-person.

\*Participation fees: **INR 3,60,000/-** (Three Lakhs Sixty Thousand Rupees Only)

**Payment Policy:** full and final amount of INR 3, 60,000/- is to be settled by 23<sup>rd</sup> December, 2021.

**Refund Policy:** In case of any unforeseeable circumstances arising due to COVID-19, such as national travel restrictions or travel ban or any other situation as finalized by PDEXCIL's management, participation fees will be refunded to participants.

**Cancellation Policy:** In case of cancellation/withdrawal/rollover of participation by the applicant, full participation fees will be forfeited.

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

Interested members may fill the application form (attached herewith) immediately along with the participation fee as mentioned above by Demand Draft /Pay Order/Cheque/Online transfer in favor of "Powerloom Development & Export Promotion Council" payable at Mumbai along with company profile to the head office of the PDEXCIL at Mumbai. Since there is limited availability of space, your prompt and early action is requested.

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

- Maximum of three participations in a particular trade fair/ exhibition, 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 three MAI events in a year.
- In a particular trade fair/ exhibition, 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 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:**

- Exporter with an f.o.b. value of exports below Rs. 50 crore in the preceding financial year.
- Having membership with EPC for atleast past 12 months and submitting export return regularly
- Individual ceiling maximum of Rs. **1,25,000/-** for American Continent
- Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position

- 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)
- Assistance would not be available to exporter of foreign nationality or holding foreign passport
- 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 along with full and final payment by 23<sup>rd</sup> December, 2021.


The application form is to be sent on the email id [pdexcilmumbai@gmail.com](mailto:pdexcilmumbai@gmail.com) along with cc to [salesmagicindia@gmail.com](mailto:salesmagicindia@gmail.com)

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

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- Ms. Lavany Saxena, Assistant Director: +91 9892886912
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Yours faithfully,



(Mahesh N Sanil)

Executive Director