

**Sub: Automotive Aftermarket Products Expo – AAPEX Show, Las Vegas (USA)  
– Nov. 1 – 3, 2016**

Dear Sir/Madam,

India Trade Promotion Organisation (ITPO), a premier export promotion agency of the Government of India, proposes to organize Indian participation in the **Automotive Aftermarket Products Expo – AAPEX Show 2016** scheduled to be held in Sands Expo Centre, Las Vegas, USA from November 1 – 3, 2016.

Over the years, USA has emerged as major destination for auto parts from India. North America currently accounts for about 23 percent of overall auto parts exports from India. According to ACMA, the component industry registered a growth of 11 per cent scaling a turnover of US\$ 38.5 billion in 2014 – 15. The industry witnessed consistent growth in exports too, an indication of the growing credibility of Made in India auto components. The exports surged by 11.4 percent to US\$ 11.2 billion from US\$ 10.2 billion in 2014 – 15. The **Make in India** campaign of the Government has indeed rekindled the spirits and the growth prospects of the automotive industry.

The AAPEX Show is the largest automotive parts fair in the USA. The product profile at the show includes automotive parts, accessories, equipment or other automotive industry related products or services. This show represents the \$ 477 billion global motor vehicle aftermarket. The buying power of the aftermarket industry is represented at AAPEX with more than 50,000 buyers last year. These buyers represent billions of dollars in buying power . AAPEX is your connection to automotive aftermarket industry leaders and innovators all in one place.

We are awaiting the layout plan and allocation of space from Show Organisers. Booths will be available in the size of 100 sq ft and multiples thereof (subject to availability). Participation charges are yet to be finalized. However, the approximate cost of 100 sq ft booth will be Rs. 4.10 lakh (tentative). The corner booth will be provided only in case of availability and attract premium. Applicants may give their preference of corner booth in their application (attached) for space booking. However, ITPO does not give any guarantee for allotment of corner booth against the request made by the company. Booths will be allocated on first-come-first-served basis and on the basis of area available.

Dispatch of exhibits to Las Vegas, clearing & handling, custom duties etc. will be the responsibility of respective participant. ITPO will provide a standard booth with fascia, lights, carpet, display aides and furniture. Please send the application form duly filled and a copy of the Import Export Code of your company along-with advance payment of Rs. 1,00,000/- (Rupees One Lakh only) through RTGS (Name of beneficiary:India Trade Promotion Organization; Bank Name: Central Bank of India; Branch Name and Address: Pragati Maidan, New Delhi; Saving Bank Account No. : 1167404133; MICR Code:110016150;RTGS / IFSC Code :CBIN 0284078)or by demand draft favouring "India Trade Promotion Organisation" payable at New Delhi to enable us to consider your participation at this event.

Yours faithfully,

(Meenu Kapoor)  
Manager

Tel: 23371667

Email: meenukapur@itpo.gov.in