

ITPO/ROC/AAPEX, Las Vegas, USA 2018

20th March 2018

To
The Chief Executive Officer / Export Manager

Sub: Automotive Aftermarket Products Expo – AAPEX Show, Las Vegas (USA) – 30th October to 1st November 2018.

Dear Sir,

India Trade Promotion Organisation (ITPO) a premier export agency of the Government of India, proposes to organize Indian participation in the Automotive Aftermarket Products Expo – AAPEX Show 2018 scheduled to be held in Sands Expo Centre, Las Vegas, USA from 30th October to 1st November 2018.

Over the years, USA has emerged as a 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 the 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. The rentals of 15 (fifteen only) ,100 sq.ft stalls are being subsidized under MAI and the cost of the subsidized 100 sq.ft. stall will be in the range of Rs. 3,80,000/- (approx. – under finalization). Corner stall charges for two side open stalls would be extra (under finalization – approx. 10% extra for two side open stall). The subsidized stalls would be allocated on first come first serve basis with the pre-condition that the prospective exhibitor should have Import/Export Code Number, PAN No./TAN No./DIN No., H.S. Code of Products and should have been a member of any of the Export Promotion Council for atleast one year prior to participating in the event (copy of the membership required). Filled in applications alongwith the affidavit attached and advance of Rupees

Two Lakhs per 100 sq.ft. stall will have to be forwarded immediately to the undersigned for consideration of allotment of the subsidized stalls.

The cost of the non-subsidised 100 sq.ft. stall would be Rs. 5,00,000/- (approx. – under finalization) each. Corner stalls charges would be extra as applicable.

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 aids and furniture.

Please forward the duly filled in application form alongwith Affidavit (attached) and a copy of the Import-Export Code of your company alongwith advance payment of Rs.2,00,000/- (Rupees Two Lakhs only) through RTGS / NEFT. (Name of beneficiary : India Trade Promotion Organisation; Bank Name : Central Bank of India, Branch Name & Address : Nungambakkam, Chennai – 600 006; Saving Bank Account No. 1004165166, MICR Code: 600016016 ; RTGS / IFSC Code : CBIN 0281207) or by demand draft favouring “India Trade Promotion Organisation” payable at Chennai to enable us to consider your participation at this event.

Yours faithfully,

(V. Narayanan)
Deputy General Manager
India Trade Promotion Organisation
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