

Sub: Invitation to participate in Intermoda International Apparel & Textile Fair, Guadalajara, Mexico, (Latin America) January 13 – 16, 2015.

Dear Sir,

Please refer to our earlier mail in connection with the above.

We are happy to inform you that India Trade Promotion Organization (ITPO) is once organizing national level participation of India's trade & Industry in Intermoda International Apparel & Textile Fair, Guadalajara (Mexico) in January 13 – 16, 2015 at Expo Guadalajara Exhibition Centre. ITPO is organizing this event successfully since last few years and it will be ITPO's 7th participation in the fair.

We also like to inform you that Department of Commerce has sanctioned MDA grant for Intermoda, Mexico 2015. MDA disbursement is subject to fulfillment of the eligibility criteria as laid down in MDA guidelines and also grant will be made subject to availability of funds of MDA from Department of Commerce. For further information on MDA, please visit website www.commerce.nic.in.

Intermoda International Apparel & Textile Fair is one of the most important qualified and specialized fashion events in Mexico which connects you to buyer in America region, professional conferences on color, texture and fabric proposals as well as fashion trends and merchandising. Mexican economy has made an impressive recovery after economic turmoil in 1994. It has a free market economy that has recently entered the trillion dollar class.

To further strengthen the future economic cooperation ties with Mexico, Govt. of India has identified textiles as one of the potential sector of mutual interest. India and Mexico has signed a Memorandum of Understanding (MOU) on 21st May 2007 on the establishment of a Bilateral High Level Group on Trade, Investment and Economic Cooperation. Thus the fair offers good opportunity for Indian companies to export of Apparel, Textile, Leather Garments (Men's Women's & Children's Garments) and Fashion accessories including small leather goods. This is a leading fair in the market of Latin America which brings together Mexican and international companies, manufacturers, importers and distributors, who interact with the market. It is the ideal place to publicize your brand image, analyze the competition, step up sales, launch new products, get to know the market trends and expand your network of business contacts.

Due to the demand of the industry , stall size is being revised by ITPO and is made 06.5 sqm and 09sqm as the minimum size of the booth. The participation charges is

final and it is Rs.18,000/- per sqm. You may reserve your space by depositing full participation charges by demand draft favouring India Trade Promotion Organisation payable at Kolkata or by bank transfer. The comprehensive package of ITPO's services includes: well designed white panel, carpet, furniture, display aids, fascia, electrical outlet, adequate lighting, services of common interpreter and general publicity support, company information in exhibitor's directory of the fair. The participants will have to make their own arrangements for dispatch, insurance and clearance of goods in India and Guadalajara (Mexico) and all other expenses towards return journey to Mexico and local conveyance are to be borne by participants themselves.

We hope that you will avail this opportunity to market your products in Latin American region and request you to kindly confirm your space booking by e-mail/fax followed by a completed application form along with participation charges.

Please note that processing / issuance of visa for Mexico will take more than four weeks. An undertaking will also be required to be submitted on non-judicial paper of Rs. 10/- confirming the visit of your representative(s) to Mexico and return thereof with the name and his/her status in the company by each participant before issue of visa recommendation /invitation letters. The fair is governed by general terms and conditions for participation abroad in international Trade Fairs and Exhibitions organized by India Trade Promotion Organization. The same are enclosed for your reference.

For any further clarification or information, please feel free to contact on Tel: 033-22825820/2904 Mobile: 9874649720 Fax: 033-22828269, E-Mail: itpocal@cal3.vsnl.net.in

We look forward to hearing from you soon.

Thanking you,

Yours faithfully,

(Rumela Roy)
Manager

FACT SHEET

Event	Intermoda International Apparel & Textile Fair
Organiser	Fashion International, SA de CV
Date	January 13 – 16, 2015
Venue	Expo Guadalajara Exhibition Centre, , Guadalajara, Mexico (Latin America)
Products on display	Apparel, Textile, Leather Garments (Men's Women's & Children's Garments) and Fashion accessories including small leather goods and Blouse, Skirts, Evening Wear, Woollen Shawls, Tie & Die items, Made-ups, Fashion Jewellery, Wooden Block Printed Garments, Terracotta items etc.
Tentative participation Fee	The charges are tentatively may be considered as Rs.2,30,000/- per 13 sqm booth without Govt. subsidy.
Services Included in the per booth cost	The comprehensive package of ITPO's services includes: well designed white panel, carpet, furniture, display aids, fascia, electrical outlet, adequate lighting, services of common interpreter and general publicity support, company information in exhibitor's directory of the fair.
MDA from Department Of Commerce, Government of India	Department of Commerce has sanctioned MDA grant for Intermoda, Mexico 2015. MDA disbursement is subject to fulfillment of the eligibility criteria as laid down in MDA guidelines and also grant will be made subject to availability of funds of MDA from Department of Commerce.
Fair Information (at a glance)	<p>Frequency: Twice a year during the months of January and July</p> <p>Event Type: Special guests complimentary certificates and exclusive invitation</p> <p>Specialty: Textiles - Clothing</p> <p>Town and Country headquarters: Guadalajara, Jalisco, Mexico Fairgrounds: Expo Guadalajara Exhibition Centre</p> <p>Exhibition Hours: Tuesday through Thursday from 9:00 to 20:00 and Friday from 9:00 to 17:00 hrs.</p> <p>Exhibition area: 40,000 sq mtrs (January edition 2014)</p> <p>Visitors Countries: Portugal, Spain, Brazil, Argentina, Venezuela, Colombia, Panama, India, Pakistan, USA, China, South Korea, Peru, Canada, Chile, etc.</p>

Total Exhibitors: 950 national and international (In January 2014 edition)

Booth Total: 1500 (in January 2014 edition) National and Foreign buyers: 22,000 accredited buyers event

Area of expertise: Lady Knight, Children, Accessories, Supplier, Footwear and Leather Goods, High Fashion International New Talent

Other services: press center for specialized media, business center for appointments confirmed, rates at hotels and restaurants in the metropolitan area of Guadalajara, professional conference program with fashion trends, marketing, colors, textures. General program pathways and International Gateway with internationally renowned designers. Quality Policy: Intermoda provides the space where our clients can offer their products and services. Committing ourselves to meet the expectations of our customers and continually improve the effectiveness of quality management system based on ISO 9001:2008.

India's Trade with Mexico in the textile sector	(US\$ Millions)	2007	2008	2009
	India's Total Exports to Mexico	559	684	532
	Mexico's Imports from the World	281927	308583	234358
	India's Exports of Textiles to Mexico	77	83	80
	Mexico's Imports of Textiles from the World	2981	2994	2221
	Source : ITC Trade Map			

INDIA TRADE PROMOTION ORGANISATION

APPLICATION FOR PARTICIPATION IN FAIRS AND EXHIBITIONS ABROAD

1.Name of the Exhibition & : **INTERMODA International Apparel & Textile Fair**

Dates : **JANUARY 13 – 16, 2015**

Venue :: **Expo Guadalajara Exhibition Centre, Guadalajara, Mexico (Latin America)**

2.a) Name of the

Company: _____

b) Address : _____

Tel.: _____ Fax _____

E.Mail _____

Web _____ Sales Tax / Tin

No. _____

3.Name & Designation of Key Executive of
Company _____

4.Are you a registered exporter? (Yes/No) _____ Year of Registration

(If yes, please attach a photocopy of Registration Certificate).

5.Are you registered as Small Scale Industry?

(If yes, please attach attested copy of Registration Certificate.)

6.Are you a member of an EPC/Commodity Board? If so, please
specify _____

7.Space requirement (in sq.mtrs.) (without shipment)

8.(i)Turnover of Company _____ US\$ million (ii) Export Turnover
_____US\$ million

9.Products for
display_____

10.Brief profile of Company (not over 25 words)

11.(i) Export performance Preceding three years (ii) Countries of Exports (iii) Commodities
Exported

(Please attach a Chartered Accountant's Certificate of Export Performance)

12.Whether you have participated in this fair earlier, if so when?

13.Display requirements:

(i) Display plan (ii) Additional requirements (On payment basis)

We hereby accept the Rules & Regulations of participation as per copy enclosed crossed
Demand Draft favouring "India Trade Promotion Organisation, payable at Kolkata , for
Rs. _____ being full amount of participation contribution.

(Signature of the authorised signatory of the Company)

Name_____

Designation_____

Dated:_____

IMPORTANT: VAT not to be applied to exhibiting companies resident outside Italy
according to the Italian DPR 633/72 Art. 7 quinquies.

Applicants are requested to submit an official document with their VAT/fiscal
identification number, issued by the competent authority of their country not before 6
months from the date of their application form. Should this document not be attached to

the application form, invoices shall be issued with Italian VAT (see section 32 of the General Regulations).

India Trade Promotion Organisation

Rules and regulations for participation in international fairs organized by ITPO

1. Space Booking:

Application in prescribed proforma for participation in overseas activities of ITPO is to be submitted along with participation fee through bank draft by the stipulated date for booking of space. Space is offered with an area of 9 sq.mtrs.(minimum).

2. Allotment of Space to the Participants:

a) Selection of participants will be done on first-cum-first served basis and/or suitability for exports i.e. export turn over, product acceptability etc.

b) ITPO would make allocation of available space in the show premises at its discretion and its decision in this regard will be final and binding on all.

c) Submission of application for booking of space does not automatically confer a right for allotment of space. Approval of application for space will rest with ITPO.

d) The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by ITPO. Subletting of space is not

permissible. Violation of this clause may lead to cancellation of space allotment, forfeiting of space rent, security deposit etc. paid to ITPO and debarring the participation from the future participation in ITPO's events.

3. Refund of Participation fee:

Refund of participation fee will be considered in case where

a) The space rent paid by the participant is in excess of the actual amount due to ITPO.

b) The participants 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 20% of the total amount payable.

c) There is a change in the venue and date of an event and due to this the participant is unable to participate.

d) Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.

e) In case of force majeure. Where the participant is unable to participate due to the circumstances over which he has no control.

4. Visa :

a) ITPO, as a Trade Promotion Organisation, will provide necessary assistance to the representatives of the participating company by issuing recommendatory letter to the concerned Mission for obtaining visa. b) Visa recommendation letter will be issued only in favour of the Chief Executive/Proprietor/Senior Level Officer dealing with Exports of the company who can take on the spot decision.

c) ITPO shall not be liable, in case the concerned Mission of the host/transit country denies visa to a representative of the participating company for any reason.

d) Since ITPO, on behalf of the participating company, has already 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.

e) The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.

5. General:

a) Only goods of Indian origin will be allowed for display in Indian Pavilion. Participants will be allowed to display only those products which have been selected and approved by ITPO.

b) Exhibits of participants whose representatives do not turn up at the fair/show will not be displayed.

c) ITPO will arrange shipment of exhibits for display from Mumbai to Kuala Lumpur by sea. Exhibits will be accepted for shipment by a stipulated date only and after the stipulated period, participants will make their own arrangements for dispatching the exhibits at their own cost.

d) Participants will make their own arrangements for removing exhibits from the packing cases and displaying them in the booth. Likewise after the fair, participants will make their own arrangements to repack and send the exhibits back to India.

e) Participants will comply with instructions regarding packing and dispatch of exhibits and other matters concerning their participation. All payments with regard to import duty, any local taxes and forwarding the exhibits back to India will be made/borne by the participants in foreign exchange.

f) Participants will not be allowed to remove the exhibits during the show without specific written permission from ITPO or show organizers.

g) Participants will be required to furnish complete information on orders booked, enquiries generated, retail sales, etc. during and after the close of the Show. Compliance with this rule will be one of the criteria for selection of the participants for future ITPO programme.

h) All expenses for travel to & from, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.

i) 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.

j) In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase of exhibits not being displayed due to any reason, ITPO shall be under no liability to compensate expenditure of loss, if any incurred by the participants.

k) In case of default of any payment due from the participants, ITPO reserved the right to debar them from participation in ITPO's fair in India & abroad and bring to the notice of appropriate authority.

l) Any dispute .differences arising out of these terms and conditions of participation shall be referred to the Chairman and Managing Director of India Trade Promotion Organisation who decision or award shall be final and binding.

m) The terms and conditions of participation shall be subject to the jurisdiction of courts in the state of Delhi.

DECLARATION

We have studied the rules and regulations for participation carefully and agree to abide by the same.

Place:

Signature.....

Date: (company seal)

Name.....

Designation