



EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

(Sponsored by Ministry of Textiles, Govt. of India)

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NO.EPCH-4/1(3)/2010-HK FASHION WEEK

April 10th,2010

To: All Members.

SUB: HONG KONG FASHION WEEK TO BE HELD FROM 5TH – 8TH JULY,2010, HONG KONG

Sir/Madam,

The Chinese mainland is an important in its own right, which has been growing by leaps and bounds in the past decade. Not only are incomes rising, but people are also becoming more aspirational and desiring better quality, well designed products. Hong Kong, represents tremendous business opportunities in Asian market and has long been known as a major fashion hub of the world. Hong Kong remains the world's freest economy, for the 12th year in a row.

Hong Kong Fashion Week has evolved into one of the world's biggest and most glamorous fashion Industry events of its kind. Every year, leading designers and suppliers from the Asia Pacific region and around the world gather to connect with the most influential trade buyers in the industry through fashion week. The show presents all the important pieces that are required to complete a look, such as shoes, handbags, hats, scarves, gloves and costume jewellery. As always, a number of other product zones will be set up to ensure that you are able to introduce your collections to potential buyers in a well-organised and customized setting.

We are pleased to inform you that EPCH has booked space in above fair. The fair will be held from **5th - 8th July, 2010** at Hong Kong. The **Participation charges are Rs.25,577/- per sq. mtr.** (inclusive of Service Tax @10.30%). For corner Booth 5% additional be charged. The above participation charges are inclusive of space rent, built-up booth, carpet, spot lights, furniture, standard display aids and general publicity support & listing in fair catalogue.

Interested members may please forward their application along with a Demand Draft of Rs.1,50,000/- (part payment) in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi on or before **23rd April,2010**. However, the other expenses towards freight of goods, specific display aids and personal expenses like air fare and stay will be borne by the participants themselves.

If the applicant withdraw their participation after selection, the amount deposited along with application will be forfeited.

Thanking you,

Yours faithfully,

(R. K. VERMA)
Joint Director

ENCL.: AS ABOVE

N.B. The participants of the fair will be eligible for MDA grant subject to the MDA guidelines revised w.e.f. 01-04-2006. Maximum grant available for fair participation – Rs. 1.50 lacs.

FACT SHEET
OF
HONG KONG FASHION WEEK
WAN CHAI, HONG KONG
5TH – 8TH JULY, 2010

NAME OF EXHIBITION	HONG KONG FASHION WEEK
FAIR DATE	5TH – 8TH JULY, 2010
EXHIBITION VENUE	HONG KONG CONVENTION AND EXHIBITION CENTRE WAN CHAI HONG KONG
ORGANISER	HONG KONG TRADE DEVELOPMENT COUNCIL. HONG KONG
PRODUCTS ON DISPLAY	FASHION JEWELLERIES / ACCESSORIES AND RELATED PRODUCTS
VISITORS	Whole sellers, Retailers, Importers, Departmental Stores, Mass Merchandisers, & Consumers.
CHARGES for BUILT-UP STAND	<u>@ Rs. 25,577/- per sq. mtr.</u>
LAST DATE	<i>23rd April, 2010</i>

**APPLICATION
FOR
HONG KONG FASHION WEEK
5TH – 8TH JULY, 2010**

1. Name and address of the Organisation : _____

2. Telephone: _____ Mobile: _____

3. Fax: _____ E-mail: _____

4. Name and Designation of person in-charge : _____

5. Membership & Registration No. _____

6. Product to be displayed (Please select only one). Enclose 05 (Five) Photographs of the product you would like to display in above show:-

FASHION JEWELLERY

FASHION JEWELLERY MATERIAL

FASHION ACCESSORIES

8. Total export performance and handicrafts items only:-

ITEMS	2007-2008	2008-2009	2009-2010

9. Demand Draft No. _____ dated _____ for **Rs.1,50,000/-** in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at **New Delhi**.

Place : _____
Date : _____

SIGNATURE