



## POWERLOOM DEVELOPMENT & EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt. of India)

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पावरलूम विकास तथा निर्यात सम्वर्धन परिषद्

### **INDIA FASHION & LIFESTYLE SHOW** **25<sup>TH</sup> TO 27<sup>TH</sup> OCTOBER, 2023** **TOKYO, JAPAN**

Dear All,

We are pleased to inform that Powerloom Development & Export Promotion Council (PDEXCIL) is organizing group participation in India Fashion & Lifestyle Show from 25.10.2023 to 27.10.2023 at Tokyo, Japan under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

India Fashion & Lifestyle Show is an exclusive Business Matching Event for the Indian Apparel & Home Furnishing & Handicraft sector which gives an opportunity to exporters to showcase their products and supply capabilities of value-added products with special emphasis on the products designed to suit Japanese fashion trends and requirements. The visiting buyers would include manufacturers, wholesalers, trading companies, importers, select and specialist shops, department stores, volume and online retailers etc. India Fashion & Lifestyle Show looks forward to building bridges of partnerships between the Indian Exporter community and Japanese Buyers. 100 exporters from pan India are expected to showcase diversity and variety of made in India products.

Japan's trade is now experiencing the 'Indian boom'. Rapid trade expansion is occurring between the two countries, which is likely to fuel the growth of Indian apparel exports to Japan.

Industrial and cultural exchanges between the Japan and India show no sign of stopping as they continue to gain momentum. The culture of fashion has been thriving especially strongly in response to the rapid growth in industrial and commercial relationships with a number of fashion events being staged nowadays. The India Fashion & Lifestyle Show 2023 in Tokyo is planned to intensify the focus on this area and create new perspectives on how to drive the process further to the benefit of everyone involved in the world of fashion. The scope of the fair extends far beyond just textiles and materials to encompass a fusion of new fashion cultures.

India Fashion & Lifestyle Show will provide more choices for Japan buyers by attracting more suppliers. This Fair will provide an opportunity to encounter Indian apparel and provide visitors with plenty of stimulating ideas and exciting experiences to take home.

Event Name	India Fashion & Lifestyle Show
Venue	Belle Salle Shibuya Garden, Tokyo, Japan
Date	25.10.2023 to 27 .10.2023

#### Regional Offices

**Erode:** Basement No 1, Texvalley Main Mall Building, Gangapuram Post, Erode- 638 102, Tamil Nadu | **E-mail:** pdexcilia@gmail.com | **Tel Phone:** + 91 87785 82591

**New Delhi:** Flat No 511, 5<sup>th</sup> Floor, Indra Prakash Building, Plot No. 21, Barakhamba Road, New Delhi - 110 001 | **E-mail:** pdexcilrodelhi@gmail.com | **Tel Phone:** + 91 (11) 4305 3536

Exhibit Products	Apparel & Fashion, Knit & Textile Items, Wool, Leather, Home Furnishing and Handicrafts, Bags & Shoes
Visitors Profile	Wholesalers, Chain Stores, Departmental Stores, Trading Companies, Retailers, Butique Buyers, etc
Participation Fees	<p>FOR PDEXCIL MEMBERS 9 Sqm booth (Shell Scheme) (3m x 3m): INR 1,50,000/-</p> <p>FOR NON-MEMBERS 9 Sqm booth (Shell Scheme) (3m x 3m): INR 1,60,000/-</p> <p>Proportionate rate will be charged for proportionate sq. mtr.</p>
Facilities planned for the Show	<p>Built in booth of around 9 SQM equipped with the following</p> <ul style="list-style-type: none"> <li>• 3 mt. x 3 mt. pre laminated partition with Octonorm system and 2.7 mts. of height</li> <li>• Needle punch carpet, Fascia board with company name</li> <li>• Running garment hanging rail of 9 mtrs length</li> <li>• Hangers (150 Pcs.), 1 Round Table, 2 Chairs, 1 Dustbin, 1 Power Socket</li> </ul>
Value-added services planned for the show	<ul style="list-style-type: none"> <li>• Business-matching for apparel participants &amp; to invite 3-5 buyers per exhibitor on daily basis.</li> <li>• Engaging consultants / agents for follow-ups</li> <li>• Bilingual website of the show to generate enquiries and disseminate the same among the participants</li> </ul>
Additional services are planned by the fair organizer to the participants	<ul style="list-style-type: none"> <li>• Working Lunch to all the participants on all three days during the fair</li> <li>• Free services of interpreters for the participants</li> <li>• Fair catalogue in Japanese &amp; English language</li> <li>• Buyer promotion, Publicity, Marketing</li> <li>• High speed Wi-Fi facility on complimentary basis</li> <li>• Advertising the trade fair extensively and targeting potential buyers, designers.</li> </ul>

**Payment Policy:** Full and final amount is to be settled by 15/09/2023.

**Note:** If any TDS is applicable on the above participation fees, deduct and pay to the Income Tax Department and provide the Form 16A to the council. Late deduction of TDS after receipt of the Full & Final participation fees to the council will not be allowed/refunded.

**Refund Policy:**

- Only if any National level travel bans happen from India to Japan or vice-a-versa, due to Covid-19 pandemic or any other calamity, refund will be given.
- In case council cancels its participation in the event, refund will be given.

- Before 31<sup>st</sup> August, 2023, 100% of participation fees/advance will be refunded.
- From 1<sup>st</sup> to 10<sup>th</sup> September, 2023, 50% of participation fees/advance will be refunded
- From 11<sup>th</sup> September, 2023 onwards, in any case no refund will be given of participation fees/advance.
- Last date for full and final payment for stall charges is 15<sup>th</sup> September, 2023

**Cancellation Policy:** In case of cancellation/withdrawal/rollover of participation by the applicant, full participation fees/advance payment 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 air-fare 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.

All participants who have paid the full participation fee in time would be considered for allotment of booths.

**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 (Economy Class):**

1. Reimbursement of airfare to the companies having nil exports/start-ups/new exporters may be allowed to the participants as per the following conditions.
  - 1 (a) The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Schemes guidelines.

- 1 (b) The exporter has been active in the domestic market and has at least annual turnover of 50.00 lakh in the preceding financial year.
2. For other exporters also, it will be necessary to have minimum annual export turnover of Rs. 50.00 lakh in the preceding financial year to avail reimbursement of airfare.
3. Exporter with an f.o.b. value of exports below Rs. 50 crore in the preceding financial year.
4. Permissible only to the regular Director/Partner/Proprietor or a regular officer of the company on senior managerial position
5. Claim to be submitted within 45 days of return to India in the prescribed format with all supporting documents (for more details please refer attached MAI guidelines)
6. Assistance would not be available to exporter of foreign nationality or holding foreign passport
7. Airfare reimbursement is subject to the sanction of grant by the Department of Commerce, Ministry of Commerce & Industry

To ensure your participation, please send the application to PDEXCIL office by email/post/hand delivery. The application form is to be sent on the email id [pdexcilmumbai@gmail.com](mailto:pdexcilmumbai@gmail.com); [pdexcilrodeldhi@gmail.com](mailto:pdexcilrodeldhi@gmail.com)

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

PDEXCIL Head Office: - 022- 28502050/2060,

- Ms. Lavany Saxena, Assistant Director: +91 9892886912
- Mr. Pankesh Chipkar, Section Officer: +91 9821126523
- Ms. Nasreen Mujawar, Jr. Assistant: +91 8433880538

PDEXCIL Regional Offices:

- Delhi: - Mr. Vishal Patyal, Regional Officer: +91 7814014458
- Erode: - Mr. C Vijayakumar, Jr. Assistant: +91 8778582591

  
(MAHESH N. SANIL)  
EXECUTIVE DIRECTOR