



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 (IFLS)

15TH TO 17TH JANUARY, 2025

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 15.01.2025 to 17.01.2025 at Tokyo, Japan under MAI scheme of Ministry of Commerce & Industry, Govt. of India.

India Fashion & Lifestyle Show is an exclusive Business Matching Event that provides a unique opportunity for exporters to showcase their products and supply capabilities, with a particular focus on products designed to align with Japanese fashion trends and requirements. ITF has earned recognition as a premier trade fair in Japan for the Indian Garments & Home Furnishings Export Industry. During the three-day fair, exhibitors will showcase their Autumn / Winter 2025-26 collections. 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. 200 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.

Japan is the 3rd largest readymade garment importer in the world; there is a huge untapped trade potential in the RMG sector which India must extensively and aggressively focus on building India-Japan trade. India holds a strong business opportunity in Japan reflected by the fact that China, which has been a dominant garment supplier to Japan, has witnessed a decline in the past 5 years giving significant advantage to India. Moreover, the duty-free access for Indian RMG post Indo Japan CEPA agreement as against an approximate 9% for China and Turkey is a big advantage for India.

WHY INDIA FASHION & LIFESTYLE SHOW FAIR (IFLS):

- IFLS has become a one-stop platform for Indian exhibitors to showcase their trends and products in Japan market.
- Japan is "3rd largest" fashion market in the world.
- To generate leads with business-to-business companies for Indian Products.
- Meet with top buyers of Importers, Distributors, Wholesalers, Retailers, Departmental Stores, Lifestyle Shops, Select Shops, Speciality Stores, Stationary Shops, Gift Shops, SPA, Manufacturers and more from all over Japan.
- More than 2500 professional visitors expected at IFLS 2025.

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

- Stylish Atmosphere suitable for Fashion in a great city of Shibuya, Tokyo.
- Send E-Invite with our exhibitors information prior to the event to our past and pre-registered visitors.
- Provide assistance in better adjusting to Japanese business ways.
- Others: Publicity through all major news papers, Press Conference, Networking Party, Discounted Accommodation, Indian Buffet Lunch, Interpreters, Wi-Fi, Visa recommendation letter, Bilingual Fair catalogue, Website, etc.

Event Name	India Fashion & Lifestyle Show		
Venue	Belle Salle Shibuya Garden, Tokyo, Japan B1F Sumitomo Fudosan Shibuya Garden Tower, 16-17 Nanpeidaicho, Shibuya-ku, Tokyo		
Date	15.01.2025 to 17.01.2025		
Exhibit Products	Fabrics, Apparels&Clothing, Home Textiles, Fashion Accessories, Leather, Technical Textile		
Visitors Profile	Wholesalers, Chain Stores, Departmental Stores, Trading Companies, Retailers, Butique Buyers, etc		
Participation Fees	Booth Size	With MAI	Without MAI (Aprox. Amount)
	9 sqm	Rs. 1,50,000/-	Rs. 3,30,000/-
	<ul style="list-style-type: none"> • Proportionate rate will charge for proportionate sq. mtr. • The booth space will be allotted to participants who send in their complete application form and full payment on a First-cum-First served basis 		
Facilities planned for the Show	GARMENT BOOTH (9SQM)		HOME FURNISHING BOOTH (9SQM)
	<ul style="list-style-type: none"> • 3 mt. x 3 mt. pre laminated partition with Octonorm system and 2.7 mtrs. of height • Needle punch carpet • Fascia Board with company name • Running garment hanging rail of 9 mtrs length • Hangers (150 pcs.) • Lights (6) • Round table (1 pc.) • Chairs (2 pcs.) • Dustbin – (1 pc.) • Power Socket (1 pc.) 		<ul style="list-style-type: none"> • 3 mt. x 3 mt. pre laminated partition with Octonorm system and 2.7 mtrs. of height • Needle punch carpet • Fascia Board with company name • Shelves (12) • Bottom Hangers (50 pcs.) • Lights (6) • Round table (1 pc.) • Chairs (2 pcs.) • Dustbin – (1 pc.) • Power Socket (1 pc.)
Additional services are planned by the fair organizer to the participants	<ul style="list-style-type: none"> • Working Lunch to all the participants on all three days during the fair • Free services of interpreters for the participants • Fair catalogue in Japanese & English language • High speed Wi-Fi facility on complimentary basis • Advertising the trade fair extensively and targeting potential buyers, designers. 		

Payment Policy: Full and final amount is to be settled by 30.11.2024

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 pandemic or any other calamity, refund will be given.
- In case council cancels its participation in the event, refund will be given.
- Before 15th October 2024, 100% of participation fees/advance will be refunded.
- From 15th to 31st October 2024, 50% of participation fees/advance will be refunded
- After 31st October 2024, in any case no refund will be given of participation fees/advance.

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.
 - (a) The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Schemes guidelines.
 - (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; pdexcilrodelhi@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

PDEXCIL Regional Offices:

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



(MAHESH N. SANIL)
EXECUTIVE DIRECTOR