



THE COTTON TEXTILES EXPORT PROMOTION COUNCIL  
(Sponsored By Government of INDIA)

Engineering Centre, 5th Floor, 9, Mathew Road, Mumbai - 400 004.

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**E Serve No. 137 of 2016**

**December 28, 2016**

**Sub : Inviting participation in India Pavilion at 'Intertextile Shanghai Apparel Fabrics' 15 - 17 March, 2017' to be held at Shanghai, China**

**Dear Member,**

The Council proposes to organize India Pavilion at "Intertextile Shanghai Apparel Fabrics: 15 to 17 March, 2017" at Shanghai, China, under MAI Scheme.

**Fabric Import into China**

- Even though China is the largest manufacturers of Fabrics in the World, it also imported US\$8,522 Mn worth of Fabrics (of all fibres) in the year 2015-16 whereas, share of India was only US\$ 85 Mn [ 1% ].
- Considering ever increasing production cost, including cost of raw material, power, labour cost etc., China is increasingly sourcing certain varieties of fabrics from other competitive countries.

**About Intertextile Apparel Fabrics, Shanghai**

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Dates: 15 - 17 March, 2017 [3 days]

Venue: National Exhibition and Convention Center (Shanghai), 333 Songze Avenue, Shanghai, China

No. of Exhibitors in 2016 March edition: 3,155 companies from 27 countries and regions

No. of Visitors in 2016 March edition: Over 71,163 Trade Visitors from 101 countries and regions

Focus Products: All types of Fabrics  
Organisers: Messe Frankfurt (HK) Ltd.

**Participation Fee** for Intertextile Apparel Fabrics, Shanghai, China, March 2017

9 Sq.Mtr. Standard built up stand – **Rs.3,43,000/-**

Larger Stands in multiples of 3 Sq.Mtrs are available at proportionately higher fee.

**Participation fee includes:** Standard built up booth with 1 Table, 3 Chairs, 3 shelves, 3 lights, name fascia

**Advantages of participation through TEXPROCIL**

- Additional Pre Event Publicity for Texprocil Pavilion
- 'Brand India' promotion at the Venue during the event
- Your Company brief profile on the event publicity material

Interested Members are requested to fill up the attached [Application Form](#) and send it to us along with Cheque / DD Favouing '**The Cotton Textiles Export Promotion Council**' payable at Mumbai on or before **10 January, 2017**.

**GUIDELINES FOR THE ALLOTMENT OF BOOTHS:**

All the participants who pay the full participation fee on time would be considered for allotment of booths:

1. Applications will be considered on FCFS basis.
2. Booth Number allocation will be on alphabetic order.
3. For the allotment of booths, where any vacancy arises after allocation, the same would be allocated to waitlisted companies.
4. No change in the booths, once allotted would be entertained under any circumstances.
5. The decision of ED, TEXPROCIL would be final in case of any confusion/dispute

**MAI funding**

In accordance with the recent amendments in the MAI guidelines and conditional approval from the Ministry of Commerce, applicable subsidy will be reimbursed subject to the following important criteria:

- Those exporters who have already availed subsidised fee structure under MAI scheme for 3 or more times including past participation can participate by paying full participation fee.
- An exporter can avail subsidised participation fee in a maximum of 2 approved MAI events in a financial year.

**CANCELLATION**

In case of cancellation / withdrawal of participation by Members, participation fees will be forfeited as follows:

Less than 30 days prior to start of the event: Up to 100%

30 - 45 days prior to start of the event: Up to 75%  
46 days or earlier to the start of the event: Up to 50%

Should you require any other information in this matter, we will be glad to answer the same. For further details please contact:

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We solicit your participation in 'India Pavilion' at ITSAF, Shanghai, China to be held in March 2017.

Regards,

**Siddhartha Rajagopal**  
**Executive Director**

**TEXPROCIL**