



TEXPROCIL

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

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E Serve No. 62 of 2017

May 22, 2017

**Sub: Inviting participation at "SourceDirect at ASD 2017, USA",
30th July - 2nd August, 2017**

Dear Member,

The Council proposes to organize group participation at "**SourceDirect at ASD**" scheduled during 30th July - 2nd August 2017 at the Las Vegas convention Center - South Hall, USA. India Pavilion is jointly organized by **TEXPROCIL, Carpet Export Promotion Council (CEPC)** and **Indian Chamber of Commerce (ICC)**. This is one of the export promotion activities funded by the government under the MAI Scheme & TEXPROCIL invites members to participate at this event.

Indian Chamber of Commerce (ICC), Kolkata is the lead organizer.

USA textile market

USA is the single largest market for export of Textile & Clothing (T & C) products from India. Out of T & C export of approximately US\$ 36.6 billion in the year 2015-16, export to USA alone was to the extend US\$ 7.68 billion (21 %).

In the year 2015-16, USA imported US\$ 114.48 billion worth of T & C products from all sources, of which, import from India was only US\$ 7.68 billion (6.71 % market share).

India is the 3rd largest supplier of T & C to USA, next only to China and Vietnam.

USA imported US\$ 18.52 billion worth of Home Textiles in the year 2015-16

from all sources, of which import from India was US\$ 3.35 billion (18% market share) recording a growth of 5.81 % over the previous year.

About SourceDirect at ASD, USA

Dates: 30th July - 2nd August, 2017 [4 days]

Venue: Las Vegas convention Center - South Hall, USA.

SourceDirect at ASD, USA is one of the important wholesale exhibitions in the USA for international companies to display their capabilities at. It is the premier wholesale trade show for sourcing professionals around the world.

SourceDirect is the top destination for Importers, Distributors, Wholesale Manufacturers, and Product Development companies globally.

Visitor Profile

SourceDirect offers Importers, Distributors, Wholesalers, Designers, Sourcing Director / Managers, and Production Professionals a dedicated sourcing show to meet face-to-face with contract manufacturers & factories from around the globe, saving them time and travel costs.

Show Highlights

- Largest B2B general merchandise event in North America
- 62 countries attended the show in the past
- Truly international event with global participation
- Co-located at the largest general merchandise show-ASD Market Week
- Promoted to over 30,000 qualified buyers
- On-site Buyer Matchmaking service to match buyers with sellers
- Educational seminars on the show floor focused specifically on sourcing by industry leaders

Product Profile

Home & Home Accents, Apparel & Footwear, Fashion Accessories, Style & Beauty, Gift & Handicrafts & Toys

Participation Fee:

This event is organized under MAI Scheme and hence a discounted fee of Rs.1,45,000/- has been fixed by ICC for a standard furnished booth of 9 sqm.

Interested Members are requested to send (under intimation to us) **full payment is to be made by • Demand draft favouring “INDIAN CHAMBER OF COMMERCE” along with the duly filled-up Application Form OR • Pay through RTGS/NEFT in INR. Bank details will be shared on request.**

Last date for sending application and payment is 15-06-2017.

Booth Package: The Standard booth package for participation in the Fair includes fascia board with the company name, 3 spotlights, 1 Lockable Counter, 1 Reception Desk, 2 Chairs, 1 Waste Paper Basket and 4N/5D Accommodation on Twin Sharing Basis.

CANCELLATION

Request for cancellation of participation will be accepted if ICC receives it in

writing on or before 15th June, 2017. ICC shall not entertain any cancellation afterwards. Any cancellation after the due date shall result in forfeiture of the amount already paid on this account.

Should you require any other information in this matter, please contact:

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Indian Chamber of Commerce

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We solicit your participation in “SourceDirect at ASD” at USA to be held in July 2017.

Regards,

Dr. Siddhartha Rajagopal

Executive Director

TEXPROCIL