

**To All Members,**

**SUB: PARTICIPATION IN INDIA TREND FAIR, TOKYO 27-29 SEPTEMBER, 2017.**

The Indian Silk Export Promotion Council is pleased to inform its members that the Council has decided to participate in India Trend Fair at Tokyo in September 2017 which is being organized by Japan India Industry Promotion Association (JIIPA).

After successful event in 2015 and 2016, the India Trend Fair will be held at Belle Salle Shibuya First, Shibuya, Tokyo and will attract influential buyers and designers in Japan. Mainly B2B Trade Fair it will provide a professional and conducive opportunity for Indian exporters to establish business networking with Japanese buyers. The organizer have provided product design inputs to the Indian Exporters in the past so as to understand the trend and requirement of Japanese Buyers.

Around 1628 visitors mainly manufacturers, whole-sellers, trading companies, importers, designers, departmental stores and online retailers visited their show in 2016 and they are expected to have large number of buyers or even more to attend the fair in 2017.

A fully furnished built up stand of 9 sq mtr shall cost in INR 1,80,000 which will include the following:-

- 3mt. x 3mt. pre laminated partition with octonorm system and 2.7 mts. of height.
- Needle punch carpet, Fascia board with Company Name.
- Running Garment-hanging rail of 9 mtr. length.
- 150 nos. of plastic hangers.
- Round table (One). Chairs (3 pcs.), Dustbin (1 pcs.), Spot Light (6 pcs.), Power Socket (1 pcs).

**Additional Facilities:-**

- Working lunch to all the participants on all three days during the fair.
- Free services of interpreters for the participants.
- High Speed Wi-Fi facility on complimentary basis.

The above activity is likely to be funded under MAI and as such the rates have been kept keeping in view the likely Subsidy to be granted by the DOC. Since the above activity has not yet been approved by the DOC, there can be Variation of participation charges. In case ISEPC increases the charges , it will provide the participation an option to withdraw and take the refund if not agreeable for increase if any in the charges and the amount deposited by the participants shall be refunded without any cut. However the withdrawal will not be permitted in case the participation charges are not increased by ISEPC:-

1. The Desiring applicants may fill up the attached application form and deposit the same with Rs 90,000/- by 30<sup>th</sup> June 2017.
2. The Balance of Rs 90,000/- shall be payable by the applicant by 21<sup>st</sup> August 2017
3. A copy of the report of 2<sup>nd</sup> India Trend Fair is attached.

(T.S. Chadha)

Offg. Executive Director