



The Indian Silk Export Promotion Council

(Ministry of Textiles & Supported by Ministry of Commerce, Govt. of India)

{112-A Chiranjiv Tower, 43 Nehru Place, New Delhi – 110019, India}

ISEPC Cir No. 397/Jan26Who's Next-Paris/2025-26

29th October, 2025

ISEPC's Group Participation in Who's Next Paris January 2026

{INTERFILIRE PARIS}

(With Travel Claim reimbursement facility of Rs. 90,000 to eligible companies,

Subject to the approval of the Government

17-19 January 2026

(Subject to receive Govt Grant)

A Sourcing Show that has never been so close to everyone

To: EXIM Members of the Trade;

SUBJECT: ISEPC Group Participation in Who's Next (Paris) (Interfilire) from 17-19 January 2026 at Porte de Versailles, Paris:

Dear Trade & EXIM Members,

The Indian Silk Export Promotion Council (ISEPC) is **organizing International level Group participation in Who's Next Paris January 2026 (Interfilire Paris)**, is a **Leading international professional trade show for fashion**, Fashion Accessories and life style trade show. This show invents fashion sourcing by bringing together all the players in the global fashion industry in one place, including brands and suppliers as a part of the Show, **scheduled to be held at Porte de Versailles in Paris, France, from 17-19 January 2026 with the following schedule**

Set up day : January 16, 2026 (Friday);
Fair Days : January 17-19, 2026 (Saturday-Monday);
Time : 10.00 AM - 07.00 PM
Venue : 1 Place de la Porte de Versailles 75015 Paris, France;

Advantage of participation through the Indian Silk Export Promotion Council:

It's a unique opportunity for these companies / manufacturers / suppliers / brands to meet producers in all the segment of textiles, high fashion accessories, imitation jewellery, bags, scarves, shawls, offering a platform for designers and buyers to network and discover new trends.

1. The Council is undertaking extensive efforts in publicizing " Indian Participation at the Show;
2. Support of Ministry of Commerce/Ministry of Textiles and Embassy of India in Paris;
3. It is the right fair for our members to participate in World's best Fashion Exhibition at **Paris** expo with The Indian Silk Export Promotion Council to meet international buyers of Textile & Clothing in a high value fashion forecasting and trend setter market.
4. The Council shall be providing Interpreter services on collective basis

About Who's Next

More than 34 years after its creation, Who's Next is **the international trade show leader for women's fashion in Europe**. In September and January the event brings around 75,000 visitors to the **Parc des Expositions** at the **Porte de Versailles in Paris**, to visit 1800 French and international ready-to-wear brands. Who's Next Fair with its hundreds of manufacturers, it is the largest European showcase of, high fashion accessories,

manufacturers, wholesalers, world renowned boutique owners, from many new sourcing countries. **Who's Next Paris is an International trade fair which throws open excellent marketing and networking opportunities to our member exhibitors.** We would like to inform you that we have been allotted built up stands by the Organizers at the **Who's Next** segment, consisting of wide & vibrant range of variety of Readymade Garments, Shawls & Scarves, Apparel Accessories, high fashion accessories.

Who's Next has become the leading international fashion trade show for women's wear in Europe. Buyers, brands, journalists, and trendsetters from more than 120 countries together create trends for each season. Who's Next is an unmissable source of inspiration for market trends, with its offer of ready-to-wear, accessories, beauty and lifestyle, as well as a complete program of conferences and workshops.

Participation Charges:

This is one of the events proposed by Council for receiving support from Ministry of Commerce under MAI Scheme and awaiting the Ministry's approval. On approval from Ministry of Commerce, the MAI subsidy will be eligible only for the best 30 companies applying for the participation with the completed application form and full payment to avail the MAI benefits on a First Come First Served basis. Since approval from Ministry of Commerce is still awaited, we, the Council are presently charging the full amount as being charged by the organizers, but your participation will be under the brand umbrella of The undersigned in the Indian Silk Export Promotion Council believe in providing personalized services to the members on 24x7 basis.

The participation charges does not include air-fare, hotel / lodging expenditure or any other kind of personal expenses (Logistics etc, airport transfer, local transportation): It may please be noted that **the *Council is hopeful to get the final approval of MAI subsidy for this activity.**

In case of any variation, the participation fee will be revised. In view of the above, interested members to participate may please submit their application with Registration fee and Participation fee as under:

S N	Particulars		Charges in EURO / INR
	For a 9 sq mtr stand in	Sq mtr	MAI grant has been requested with the Govt
1	For Sourcing / Interfilier	9	INR 6,43,000 <i>(for corner Booth 10% extra subject to availability)</i>

Note: Please send separate cheque, if opt corner booth in favour of The Indian Silk Export Promotion Council, New Delhi

Eligibility for financial assistance under Market Access Initiative (MAI) revised scheme:

NOTE: The proposal has been submitted to the Govt. of India for Grant and following is subject to the receipt of approval / sanction of Grant.

MAI Funding:

This is one of the events proposed by Council for receiving support from Ministry of Commerce under MAI Scheme and awaiting the Ministry's approval. On receipt of the approval from the competent authority the Council shall accordingly arrange to reimburse the subsidy amount applicable and exhibitors are also entitled to seek reimbursement of air fare of economic class travelled with the shortest route under MAI to the eligible member participants, subject to the MAI criteria as under:

1. Those exporters who have already availed subsidized fee under MAI scheme for 3 or more times including past participation (through any Export Promotion Council) in this particular event are not eligible to get subsidy under MAI scheme for participation in this edition.

(2). An exporter can avail MAI benefit for participation in a maximum of 3 approved MAI events in a financial year. 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 crores in the preceding year, **5 participation** in a year is allowed, provided each one of these is in different market (e.g. Africa, LAC, WANA, ASEAN, etc.);

(3). Further, the participants who have completed 14 months of membership with the Council and with minimum annual export turnover of Rs. 50 lakhs and up to Rs. 50 crores in the last financial year i.e. in 2024-25 will be eligible to avail reimbursement of air fare of Economy class. Reimbursement of airfare to the companies having nil exports / startups/ new exporters may be allowed up to 10% of the total number of participants, subject to the following conditions: (a). The amount of airfare reimbursed will be 50% of the economy fare, subject to market-wise ceiling prescribed in the scheme guidelines. (b). the exporter has to be active in the domestic market and **has at least annual turnover of minimum Rs. 50 lakhs** in the preceding financial year. The reimbursement will be upto Rs.90,000/- (economy class air travel) or actual (whichever is less) or a lump sum amount subject to the final approval and funds received from the Ministry and only applicable to the eligible exhibitors with or above Rs 50 lakhs export performance;

Criteria for availing reimbursement of airfare as per the MAI Guidelines of Govt. of India to the eligible participants only on approval of the same by Govt:

- **Reimbursement of airfare** : Exporting company having the export turnover below Rs.50 crores (FOB value) in the last financial year;
- Members to have completed 14+months of Membership with this Council or any other EPC / Trade Body and is regularly filing Export returns;
- Travel claim is permissible only to the regular Director / Partner/ Proprietor or a regular officer of the company on Senior Managerial Position, (not admissible to a foreign national);
- Attached Travel Claim forms duly filled in and complete in all respects must be submitted to the Council immediately after completion of the event;
- Initial Application form for claiming re-imbursement of airfare should reach to the Council 14 days prior to your departure date to participate in the fair with NOC from the EPC / Trade Bodies;

Conditions for availing MAI subsidy:

- An exporter can avail MAI benefit for participation in 3 approved events in a financial year, 4th time participation in the Fair will be allowed without MAI subsidy;
- An exporter can claim MAI benefit for participation in one booth only. Additional booths can be booked by the member participant without MAI benefit-One booth per company;
- A maximum of three participations in a particular trade fair / exhibition would only be eligible for MAI assistance, i.e., members who have availed assistance three times (including past cases) for a particular fair/exhibition, from any other EPCs/ Trade Bodies, thereafter, must participate in that fair through Council's non subsidized booth;

Guidelines for allotment of Stands:

1. All participants who have paid the full participation fee on time would be considered for allotment of booths;
2. No change in the booth allocation, once allotted by the organizer would be entertained under any circumstances;
3. In case of default of any payment due from the participants, ISEPC reserves the right to debar them from Participation in ISEPC's International Fairs and bring to the notice of appropriate authority;
4. Participants will be selected strictly on a **"First-come-first-Served" basis.**

Apply for participation: Exporters registered with ISEPC / EPC / TB can apply for participation in the above event are requested to kindly fill and submit the “**Declaration Form**” with participation fee by way of Demand / Neft / RTGS Draft in favour of “**The Indian Silk Export Promotion Council**, payable at New Delhi. **No Cheque payment will be accepted.** The payment can be sent through RTGS based on the following Bank details:

A/c NAME	THE INDIAN SILK EXPORT PROMOTION COUNCIL, NHDP
A/C No	135905002097
BANK NAME	ICICI Bank Ltd
BRANCH ADDRESS	G4, 19 Arunachal Building, Barakhamba Road, New Delhi-110001
IFSC CODE NO	ICIC0001359
Account Type	Current

Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained for MAI subsidized stands, which would be considered on FCFS basis. **Applicants are advised to ensure that they possess require and necessary visa to participate in the exhibition scheduled to be held at Paris. No request for refund will be entertained by the Council,** in any circumstances, if for any reason, including delay in visa or cancellation of visa or delay of flights and no show etc;

Refund policy of participation will be based on the following:

In case of cancellation / withdrawal of participation by members or no participation fee will be refunded in case of non-participation / no-show in the fair, or due to visa rejection or any other reason, which is not allowed in any circumstances; and hence, full participation fee will be forfeited;

Interested Members including ST, SC, MSME members, women Entrepreneurs, exporters from J & K, Ladakh and North Eastern Region are requested to kindly fill & send the attached Declaration Form **along with payment in favour of “The Indian Silk Export Promotion Council”, payable at New Delhi,** (per stand per member), by return mail / courier or physically and confirm the same, so that we can forward the names of the completed applications received with full payment to the organizers; as per bank details;

Confirmation of booking will be made to the eligible member-participants on scrutiny of application by the organisers as mentioned above on First-Cum-First-Serve basis. This activity is being done and subject to approval by the Govt under MAI scheme of Govt. of India and all terms and conditions are applicable.

We solicit your participation in Who’s Next Paris Jan 2026 Edition from 17-19 January 2026. We have very limited stands under MAI Scheme, hence, members are requested not to wait and hence requested to kindly book their stand immediately with application & full remittance.

With best regards,

Sd/-

(Sanjeev K. Sharma)

Executive Director

Cum Chief Information Officer;

ISEPC, New Delhi, India;

Mobile # 9899573797;

Encl: As above. (Application form at page No 5: please attach with Copy of your passport, IEC & Membership Certificate of this Council)

THE INDIAN SILK EXPORT PROMOTION COUNCIL

(Sponsored by Ministry of Textiles & Supported by Ministry of Commerce, Govt. of India)
{112-A Chiranjiv Tower, 43 Nehru Place, New Delhi – 110 019}

Confirmation – Cum – Declaration Form

Name of the Event	WHO'S NEXT at Paris
Name of the Company	M/s
Full Address of the Company with pin	
ISEPC Valid RCMC Number	
Membership Fee Paid upto the FY 2025-26	Yes / No
Type of Company (Please Tick Mark)	Pvt. Ltd / Prop / Partnership
Mobile No. of the participant (Director / Proprietor / Partner)	
Email ID of the participant/company	
Name of the Participating person	
Passport Number of participating person with Date of issue and validity period	
Person participating in the event /Designation/Passport Number NOTE: (Passport should have the validity of more than 6 months) from the date of travel.	Name Designation Passport Details as per format <u>Passport No</u> <u>Date of Issue</u> <u>Date of Expiry</u> <u>Date of Birth</u> <u>Place of Issue</u>
PAN No. (Mandatory)	
IEC Code No. (Mandatory)	
CIN Number (21 Digit) / DIN Number (8 digit)	
Whether belongs to MSME (Please Tick Mark)	Yes / No
Whether belongs to (Please Tick Mark)	SC / ST / General, Women
Whether belongs from NER, J & K, Ladakh and Hill Areas	
Number of events participated with MAI Support in 24-25	Mandatory reply:
I confirm that I have not participated in the same event more them 2 times from any EPCs	Mandatory reply:
Name of Proprietor	
Name of the Directors	
Names of the Partners	
Products HS Code 6 digit level (Mandatory)	
GST Number	
Requirement of space	

I, _____being Proprietor/Partner/Authorized Director of M/s _____do hereby undertake to abide by the terms & conditions of participation in the above Fair governed by MAI Guidelines of the DoC and certify that I have not availed the benefit of MAI grant for participation in any activity abroad through any other Council during the current year i.e. 2025-26 for more than one occasion and thus eligible for participation for availing grant in the above activity.

We are enclosing RTGS / NEFT per participants, per company (non-refundable) towards participation Fee / participation fees, in favour of "THE INDIAN SILK EXPORT PROMOTION COUNCIL", payable at New Delhi.

(Signature of the Applicant)

Stamp / Seal of the Company

Date:.....

NOTE: *Please enclose a copy of passport (1st and last page) [Must be valid upto one year