



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 – 110 019, INDIA}

ISEPC/CirNo396/Magic@LVFEB26/2025-26

15/10/2025

To: All Exim Members of all EPCs

**ISEPC's Participation in SOURING @ MAGIC USA,
at LV, Nevada, USA 17-19 February 2026**

(Only Limited Booths)

**Subject to Approval – Subsidy on stands is under approval with facility of
Reimbursement of air fare up to**

Rs 1.50,000 (Travel by eco class) (Subject to approval)

**Connect with Global Community of Manufacturers, suppliers, brands and retail
buyers, while seeing about the Key Industry insights and supply chain efficiencies**

Dear Esteemed Member,

Season's Greetings from The Indian Silk Export Promotion Council (ISEPC)!

We are pleased to inform that ISEPC is planning to organize India Pavilion at "MAGIC Sourcing Fair at Las Vegas" as per the following schedule:

Dates :Feb 17 - 19, 2026 (Tuesday - Thursday)

Time :10.00 AM - 05.00 PM

Venue :South Hall-Las Vegas Convention Centre, LV, Nevada, USA;

The Indian Silk Export Promotion Council (ISEPC) is gearing up to participate in the February 2026 edition of **Sourcing Magic at Las Vegas**, scheduled for February 17-19, 2026, **Las Vegas McCarran International Airport (LAS)** with the active support from the **India Office of the MAGIC**. This event is a premier platform for the textile industry, bringing together over 1,600 exhibitors (From around more than 65 countries with 25000+ visitors).

The ISEPC's participation is aimed at promoting Indian silk exports and connecting with international buyers. With the Government subsidy application underway, the council has issued a Circular in this regard to the Trade Inviting Application for your participation under the brand Umbrella of **The Indian Silk Export Promotion Council (ISEPC)!**

As you are aware that MAGIC is a significant event, offering a wide range of products, from basics to high-end fashion items and the Council is participating with its members in this fashion-oriented world-famous fair in the most popular market in the World's business city.

MAGIC is North America's largest Fashion Accessories Trade Show, connecting 70% of the U.S. buying and selling community. The U.S. is one of the largest markets for apparel and textiles and India is a key supplier, offering high-quality products, skilled craftsmanship and sustainable fashion solutions. The event presents a valuable opportunity to showcase your best of vibrant products to the US based buyers, wholesalers, Deptt Stores, Boutique owners, and local label brands, expanding your global reach this region buyers.

Sourcing @ MAGIC is an international business platform that brings together manufacturers and suppliers from over 65 countries, offering a one-stop sourcing solution for the entire apparel and textile supply chain. The event is held alongside MAGIC, PROJECT LAS VEGAS and MAGIC MENS/WOMENS, ensuring maximum footfall from a diverse range of industry professionals. The February 2025 edition of Sourcing at MAGIC featured over 1,270 exhibitors, including 125+ from India, alongside companies from China, Pakistan, Bangladesh, Mexico, Morocco, Egypt, Korea, Thailand, Taiwan and other key sourcing destinations.

THE EVENT COVERS A BROAD RANGE OF VIBRANT PRODUCT CATEGORIES:

For More details about the Magic Show, members may please visit the website of the fair authority at www.magiconline.com;

Name of fair	Three days Sourcing Fair at MAGIC - Las Vegas
Date	17-19 February 2026
Venue	Las Vegas Convention Center (South Hall) Las Vegas, Nevada, USA
Accessories to ISEPC exhibitors	1 round table, 3 Chairs, 16 rods or 16 shelves (1 meter each), Fascia name plate with Council logo, one carpet, 6 track lights with power, 4 water bottles per day per stand, laptop charging point, 150 hangers;
Product Profile	All textiles and Garment catgs, accessories, fabrics & trims, home textiles, fashion jewellery, scarves, shawls, ladies' blouses, Cashmere, Denim, Dresses & Skirts, knit separates, loungewear & sleepwear, outerwear, pants, casual, swimwear, T- Shirt, etc etc.
Government Grant	This event is being organized under MAI Scheme of Deptt of Commerce, Government of India but at present we are charging full amount. Upon receipt of MAI grant, the same will be extended / reimbursed in the form of subsidized participation charges, which is under process;
Number of Times	This will be our 3rd participation: Last participation was held in Feb 2025 and members had done good business through silk Council booths;
Total number of exhibitors	1600+ from some 65 countries (In Sourcing Section only) Exhibitors from India, Pakistan, Bangladesh, EU, Australia, Hong Kong, Turkey and rest of the world like Mexico, Morocco, Egypt, Korea, Thailand, Taiwan etc)
Visitor's Profile	Importers, agents, buying offices, distributors, wholesalers, fabric & trim buyers, product development & design team & large volume retailers, retailers including departmental / Chain Stores, catalogue, mail order companies, e-commerce companies and mass merchandisers;
Payment terms	Booth assignment will not be released or exhibitor badges mailed until 100% of booth fee has been paid;
VISA Support	The Council will provide visa recommendation letters only to the confirmed participants who had remitted the full payment of the stands.
Hotels	Members can choose Hotels which are available in West Gate side of the venue;

4. Participation Charges for EXIM Members:

Particulars	Participation Charges (Rs.)
9 sqmt fully furnished booth, equipped with all accessories	Rs. 7,91,000/-
Early Bird Discount (if payment is made on or before 7 th Nov 2025)	Rs. 10,000/-
After Early Bird Discount (if payment received after 7 th Nov 2025)	Rs 7,91,000/-
<i>The participation charges do not cover visa charges, VFS charges, air-ticket, lodging & boarding expenses, or other incidental charges, sample carrying charges, freight charges and any other related expenses, which are being borne by the participating members themselves;</i>	
<i>The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth and no request for change of booth location will be accepted</i>	

VISA SUPPORT:

Visa Invitation letters / Visa Recommendation Letters will be issued only to fully paid Member exhibitors with no cancellations. Additionally, exhibitors must provide an appointment letter from the U.S. Embassy, with the appointment scheduled at least 30 days before the show. (Please apply for Visa now and possess the same before 15th Dec 2025, as new visa rules will apply thereafter.

NOTE: Preference will be given to members who have a valid U.S. visa. Booths will be allocated strictly on FCFS Basis (First-Come, First-Served Basis) upon receipt of full payments. Interested Indian member / participants are requested to submit their application (two forms attached) along with payment at the earliest:

Payment can also be made through NEFT / RTGS to the Council's following Bank accounts, as under:

A/c NAME	THE INDIAN SILK EXPORT PROMOTION COUNCIL
A/C No	135905002097
BANK NAME	ICICI BANK LIMITED
BRANCH NAME	ICICI BANK LTD
BRANCH ADDRESS	G4, 19 Arunachal Building, Barakhamba Road, New Delhi 110001
IFSC CODE NO	ICIC0001359

Refund policy of participation will be based on the following:

In case of cancellation / withdrawal of participation by the applicant due to visa or any other reason, which is not allowed in any circumstances; and hence, full participation fee will be forfeited;

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

Apply for participation: Exporters registered with ISEPC & with other EPCs / Trade Organization 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 Cheuqe payment will be accepted. In case, applications are over-subscribed, a waitlist will be maintained 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 Las Vegas, USA. No request for refund will be entertained by the ISEPC, in any circumstances, if for any reason, including delay in visa or cancellation of visa or delay of flights and no show;**

Thanks n regards,

Sd/-

(Sanjeev Kr Sharma)

Executive Director cum Secretary,

The Indian Silk Export Promotion Council

112-A, Chiranjiv Tower, 43 Nehru Place

New Delhi-110019, India

Mobile # +91-9899573797;

Encls: as above with Travel claim form and application for participation;

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

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Confirmation – Cum – Declaration Form

Name of the Event	Sourcing at Magic, Las Vegas 17-19 Feb 2026
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	
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
	Passport No.
	Date of Issue Date of Expiry Date of Birth Place of Issue
PAN No. (Mandatory)	
IEC Code No. (Mandatory)	
CIN Number (21 Digit) DIN Number of 18 digit	
Whether belongs to MSME (Please Tick Mark)	Yes / No
Whether belongs to (Please Tick Mark)	SC / ST / General, Women
Number of events participated with MAI Support during the current year	
Whether participated in the same event previously, If Yes kindly mention year	
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 Bank Draft / 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:.....2025

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

THE INDIAN SILK EXPORT PROMOTION COUNCIL
PROFORMA FOR CLAIMING TRAVEL GRANT UNDER MAI ASSISTED ACTIVITY
ORGANIZED BY THE INDIAN SILK EXPORT PROMOTION COUNCIL
DURING 2025-2026 (Only to eligible companies as per MAI Guidelines)

1	Name of the Activity under which participated	MAGIC 17-19 FEB 2026 LAS VEGAS, USA
2	Name of the firm claiming travel grant	M/s
3	Address of the firm	
4	IEC Number of the firm	
5	PAN No. of the firm	
6	Name & Designation of the representative in whose respect claim is preferred only (Director/Partner/Proprietor or a regular officer of the company on Senior Managerial Position (not admissible to a foreign national) are eligible	
7	Date on which company was enrolled as a member of ISEPC (must have completed 12 months from the date of travel)	
8	Export of the company duly certified by CA i.e. during 2022-23, 2023-24, 2024-25; (Performa attached)	
9	Travel documents i.e copy of ticket, Boarding pass with copy of passport showing date of entry and departure at the place of event. Receipt of the amount paid if not reflected in the ticket.	
10	Amount of air travel spent by economy class by shortest route	
11	A brief report on your participation with particular reference of enquiries generated, order booked and order executed in USD	

Certified that we have not claimed travel grant from any organization/EPCs for participation in the same event and the claim is not more than the amount spent by our company.

Signature_____

Name_____

Designation_____

Company Seal_____

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CHARTERED ACCOUNTANT CERTIFICATE (to be printed on the CA's letter head)

I / We hereby confirm that I/We have examined the claim papers, books of account and the prescribed documents in respect of the claim of M/s ____ and hereby certify that:

- (i) The participant Shri _____ is Director/Partner/Proprietor / Employee in Sr. Management Cadre of the company;
- (ii) Participation is as per the maximum permissible participations under the MAI Scheme.
- (iii) The participant company / firm / concern is not under investigation / charged / prosecuted / debarred/black listed under Foreign Trade (Development & Regulation) Act, 1992 FEMA, Customs Act 1962
- (iv) The total number of participations in this particular trade fair/exhibition has not exceeded three.
- (v) The f.o.b. value export figures during the last 3 financial year

Sl. No.	Year	Item of Exports	Value of Export in Rs. Lakhs
1	2022-23		
2.	2023-24		
3	2024-25		

- (vi) It has been ensured that the information furnished is true and correct in all respects, no part is false or misleading and no relevant information has been concealed or withheld.

Neither I/We nor any of our partners is a Partner/Director/Proprietor or an employee of the above named entity or its associated concerns;

I fully understand that any submission made in this certificate if proved incorrect or false, will render me/us liable to face any penal action or other consequences as may be prescribed in the law or otherwise warranted.

Signature & Stamp/seal of the Signatory _____ Name _____

Name and address of the Institution where

registered. Date: __

Place: