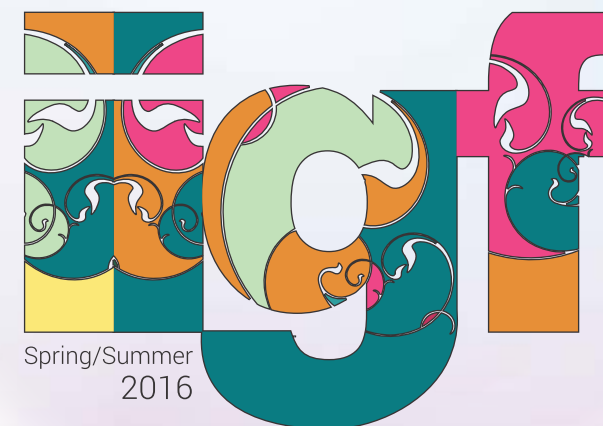




Asia's Finest Sourcing
Destination

55th

INDIA INTERNATIONAL
GARMENT FAIR



in Association with



Co-Organiser



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13-15 July, 2015
Pragati Maidan, New Delhi, India

55th IIGF
REPORT

Contemporary Concepts | Engaging Exhibitors | Unique Collections

Executive Summary

1. India International Garment Fair (IIGF) is jointly organized by the International Garment Fair Association (IGFA), the Apparel Export Promotion Council (AEPC), the Garment Exporters Association (GEA), The Clothing Manufacturers Association of India (CMAI) and the Apparel Exporters and Manufacturers Association (AEMA) with Garment Exporters Association of Rajasthan as the Co-organiser.
 2. The 55th India International Garment Fair (IIGF) was organized from 13 -15 July, 2015 at Hall Nos. 7D, 7E, 8,9,10,11,12 & 12A, Pragati Maidan, New Delhi. The 55th edition of India International Garment Fair (IIGF) was inaugurated by Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (Independent Charge) – Chief Guest in the presence of Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, who was the Guest of Honour and Shri Virender Uppal, Chairman, AEPC, Shri Sudhir Sekhri, Chairman (EP & EAC), AEPC, Shri Puneet Kumar, IAS, Secretary General, AEPC, President of Organizing Associations and Executive Committee members of AEPC at Foyer of Hall No. 12 & 12A, Pragati Maidan, New Delhi.
 3. Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (Independent Charge) announced the fair open by cutting the ribbon and lighting of the lamp at Foyer of Hall no. 12 & 12A, Pragati Maidan, New Delhi.
 4. Speaking on the occasion, the Minister said that given its employment and export intensity, the apparel industry plays a significant role in realizing the vision of 'Make in India'. He said that "This sector has always been at the priority of our Prime Minister Shri Narendra Modi and India can take a lead in this sector as there is no dearth of resources here. We have the quality of skills to support this sector and realize its fullest potential. He said that "We have worked on the promise made by the Prime Minister for the development of North East. Now all the eight north- eastern states will have a garment manufacturing units for which the inauguration for infrastructural development has already been done. The construction of building for the same will be over in the next three months for which the contract has been awarded to NBCC." Minister congratulated Chairman AEPC, Shri Virender Uppal, and Shri Puneet Kumar for putting up a wonderful show and said "large number of buyers from across the globe has come for sourcing their requirement from India. This is an indication that time is changing."
- The Minister further added that buyers are interested in India and in working with Indian entrepreneurs. He observed that whenever he comes to the IIGF, he finds very good participation of exporters, with large number of reputed overseas buyers. He assured that Ministry of Textiles would continue to provide all requisite support for organizing India International Garment Fair.
5. Shri Sanjay Kumar Panda, Secretary, Ministry of Textiles, stated that 55th India International Garment Fair is India's largest garment show in South Asia, covering apparel and fashion accessories. He said that under the leadership of the Hon'ble Prime Minister, the Ministry has been laying a strong emphasis on skill, scale and speed, in order to improve production, exports and employment. He said that the apparel and garment industry has an important role to play in this. He requested all foreign buyers to take out some time to visit Incredible India, citing the Ministry's efforts to link textiles with tourism.
 6. Secretary (Textiles) further said, "Textiles exports have done well in the last financial year and we will go better this year too. There can be growth but as Prime Minister is emphasizing time and again it has to be inclusive." He reiterated that all the suggestion of the apparel export industry has been referred to the respective Ministry and we are following it. He informed that there is plan to link Textiles with Tourism and we are working in this direction. I appeal all buyers to come forward and see how great India is.
 7. Shri Virender Uppal, Chairman AEPC during the inauguration ceremony stated that, " 55th IIGF is India's largest garment show in South Asia, covering Apparel and Fashion Accessories; encompassing a vast exhibition area of around 17256 square meters. The objective of IIGF is to

showcase latest garment and fashion accessories trends shaping up, year after year since it started. This is only B-2-B fair and is meant for conducting meaningful and quality business; amongst buyers and Indian Manufacturers. This event also has exhibitors from across the length and breadth of India, including Rajasthan, Tamil Nadu, Mumbai, West Bengal, Uttar Pradesh, Gujarat, Madhya Pradesh, Karnataka, Haryana, Delhi, Orissa and Punjab.

8. Shri Virender Uppal said that the IIGF fair caters to the micro, small and medium and going up to large enterprises, who deliver quickly (speed to market), and can even have small Minimum Order Quantities (MOQ's). All these have multiple design options and has budget to value added merchandise. The enterprises have compliant factories and undertake advance planning with larger capacities to cater to big export orders.
9. Shri Uppal also said that India is poised to become a significant player in the global Readymade Garments exports. The Indian Textiles and clothing market is one of the fastest growing markets in the world. It may be noted that Apparel Exports from India is over 45% of the total Textiles Exports. India's textile and clothing value chain is worth US \$ 105 billion. i.e. around 5% of India's GDP. RMG export sector is ranked 7th in foreign exchange earning amongst principal commodity exports from India. Besides, RMG sector is the largest employment provider in manufacturing sector and already provides 11.22 million jobs, (24.83%) of total employment in textile sector, with much higher untapped potential waiting in the wings.
10. During his address, he reiterated that in order to achieve the export target of USD 18.7 bn. set by the Ministry of Textiles, the Government must give careful consideration based on the current scenario. The non-traditional markets which used to constitute 35%-40% share in India's garment exports are poised to receive a setback due to withdrawal of the Chapter 3 benefits. The markets like Latin America, Africa and Central Asia has been excluded from the list. Thus, the RMG exports to these markets are expected to achieve negative growth. The EU market constitutes 39.4% of the India's RMG exports country's market conditions in major markets like EU continues to be subdued. Further, India is facing duty disadvantage of 9.6% compared to competing countries like Bangladesh and Pakistan who are having zero duty access under LDC/GSP+ status under EU GSP Scheme. It may also be pointed that Turkey which has a well-developed textiles and apparel industry has inherent advantages of zero duty access due to Customs Union with EU, logistic advantages due to proximity with EU market. The USA constitutes 21.5% of India's RMG exports and the market condition in USA is still on the path of gradual recovery. The prospects of improvement in the market are rather limited due to competition from countries like Mexico which has zero duty access under preferential treaties with USA.
11. During the inauguration function, Hon'ble Minister of State for Textiles unveiled the Fair Catalogue of the 55th IIGF.
12. Shri Sudhir Sekhri, Chairman EP, gave the Vote of Thanks. He stated that, "buyers from across the globe including Asia, USA, Brazil, UK, Spain, Germany, France, Italy Sweden, Belgium, Romania, Turkey, Australia, Russia, Japan, UAE, Hong Kong, etc. are visiting the fair. The big buyers includes One Jeanswear Group from USA, Grupo Hotelshops, Mexico, PJSC Melon Fashion Group from Russia, The Original Factory Shop from UK, Cortefiel from Spain, PNL from Thailand, Alona Miron Ltd from Israel, Options from Colombia, Aftershock from London, Lec Lee from Colombia, Group-Disco from Uruguay, Jeans West from Australia, Topitop from Peru, etc have confirmed their participation for the 55th IIGF."
13. Hon'ble Minister took a round of the fair and interacted with Participants with Secretary (Textiles), Chairman, AEPC, Chairman (EP), AEPC and SG, AEPC, Hon'ble Minister showed great interest on the garments displayed by the participants of 55th IIGF.
14. Sh. H.K.L. Magu, Chairman (F&B), AEPC, Sh. Vijay Ahuja, Sh. Pritam Goel, President, GEA, Sh. Lalit Thukral, Sh. Virender Chopra, Sh. Surinder Anand, Lt. Col. Ajay Bhattacharyya (Retd.), CEO, AEMA, Sh. Mohan Sadhwani, ED, CMAI, Sh. Vivek Khandelwal, President, GEAR and Sh. Vijay Mathur, ASG, AEPC were present during the inaugural ceremony.

15. A Press Conference was held after the inauguration of 55th IIGF at Lounge over Hall no. 7D, wherein Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC. Sh. Sudhir Sekhri, Chairman (EP), AEPC and Sh. Puneet Kumar, IAS, Secretary General, AEPC replied to the queries raised by various media persons.
16. During the three days of the fair Sh. A Madhukumar Reddy, Joint Secretary, Ministry of Textiles and Sh. Alok Kumar, IAS, Development Commissioner (Handloom), Mrs. Pushpa Subrahmanyam, Joint Secretary, Ministry of Textiles, Mrs. Anu Garg, Joint Secretary, Ministry of Textiles and Mrs. Babni Lal, Economic Advisor, Ministry of Textiles visited the fair.
17. Stalls of various apparel exporters were spread over 8 large halls with 433 national participants from the length and breadth of India. Facilities such as Cafeteria, Buyers Lounge, Medical Room with stand by Ambulance, Fire Safety, Business Centre, and Cyber Café were provided in the fair.
18. A good number of 820 quality International buyers from 68 countries visited the show. Many chain stores were given hospitalities like complimentary air tickets, Hotel Stay, Pick up Facility from hotel to fair venue and back. 334 Buying Agents visited during three days of fair. 233 buyers visited under Buyers Promotion Scheme. 116 buyers were given complimentary airfare & hotel and 117 buyers were given complementary hotel stay. A total number of 2069 buyers and 900 buying agents registered on the IIGF website for the 55th IIGF.
19. Ministry of Commerce & Industry has sanctioned an MAI grant of Rs. 400 lakhs for the IIGF.
20. IIGF Participants' Profile

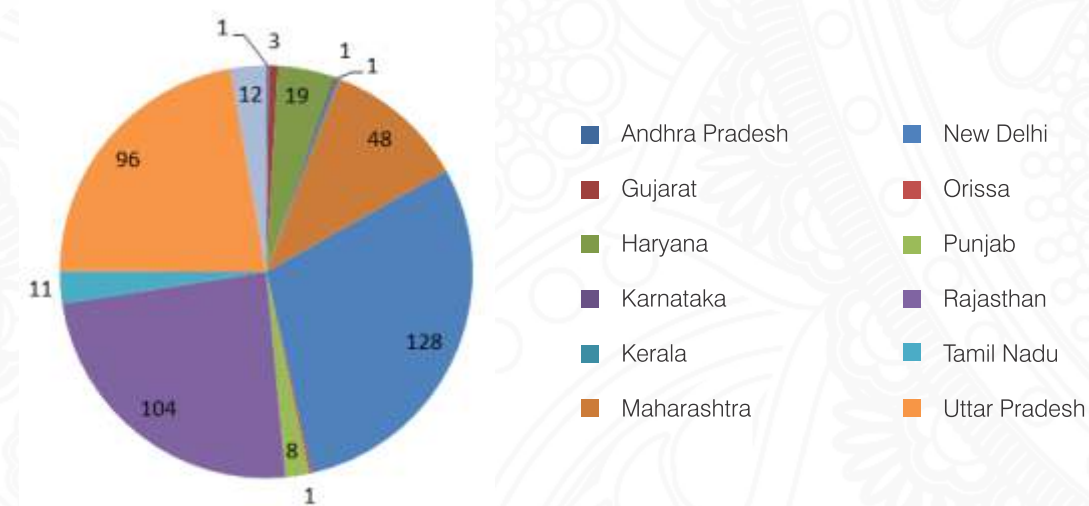
The Fair ground was divided into four sections, the details of which are given below:-

| | | |
|-------------------------|---|-----------------------------------|
| 01. Womenswear | - | 359 Participants (7338 sq. mtrs) |
| 02. Fashion Accessories | - | 36 Participants (525 sq. mtrs.) |
| 03. Menswear | - | 26 Participants (408 sq. mtrs) |
| 04. Kidswear | - | 12 Participants (201 sq. mtrs.) |

Following is the State-wise details:

| SL. NO. | STATE | NO. OF PARTICIPANTS |
|---------|----------------|---------------------|
| 1 | Andhra Pradesh | 1 |
| 2 | Gujarat | 3 |
| 3 | Haryana | 19 |
| 4 | Karnataka | 1 |
| 5 | Kerala | 1 |
| 6 | Maharashtra | 48 |
| 7 | Delhi | 128 |
| 8 | Orissa | 1 |
| 9 | Punjab | 8 |
| 10 | Rajasthan | 104 |
| 11 | Tamil Nadu | 11 |
| 12 | Uttar Pradesh | 96 |
| 13 | West Bengal | 12 |
| | Total | 433 |

State-Wise Participation in 55th IIGF



21. Complimentary stalls were given to Apparel Magazine (Mumbai), Fashion Era, Dealers for You (DFU), Garment Line, IGMATEX and Perfect Sourcing on barter basis. A stall was also given to India Knit Fair on complimentary basis.



Buyers interacting with participants

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55th IIGF - Fair Details

1. The 55th India International Garment Fair (IIGF) was held from 13 -15 July, 2015 at Hall Nos. 7D, 7E, 8,9,10,11,12 & 12A, Pragati Maidan, New Delhi. The fair was for the Spring/Summer 2016 season. 433 exhibitors participated in the fair. The total bare space was 2052 sq. mtrs out of the stall area was 8472 sq. mtrs. The fair timings were 9.30 AM to 6.30 PM on 13th and 14th July'2015. The timing on 15th July'2015 was 9.30 AM to 6.00 PM.



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) was welcomed by Sh. Virender Uppal, Chairman, AEPC, Dr. Sanjay Kumar Panda, IAS, Secretary (Textiles), Sh. Puneet Kumar, IAS, SG, AEPC at Pragati Maidan, New Delhi during inaugural function of the 55th IIGF



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) cutting the Ribbon during the inaugural function of 55th IIGF in the presence of Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC and Sh. Sudhir Sekhri, Chairman (EP), AEPC



Sh. Virender Uppal, Chairman, AEPC presenting a shawl to Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) in the presence of Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles and Sh. H.K.L. Magu, Chairman (F&B), AEPC



Sh. Sudhir Sekhri, Chairman (EP), AEPC presenting a shawl to Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles in the presence of Sh. Puneet Kumar, IAS, Secretary General, AEPC



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) declared the 55th IIGF open by traditional lighting of Lamp in the presence of Dr. Sanjay Kumar, Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC, Sh. Puneet Kumar, IAS, Secretary General, AEPC and Sh. Lalit Thukral, Member, EAC, AEPC



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) unveiling the Fair Guide of 55th IIGF in presence of Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC, Sh. Sudhir Sekhri, Chairman (EP), AEPC, Sh. H.K.L. Magu, Chairman (F&B), AEPC, Sh. Puneet Kumar, IAS, Secretary General, AEPC, Sh. Pritam Goel, President, GEA and Sh. Lalit Thukral, Member, EAC, AEPC



Shri Virender Uppal, Chairman, AEPC addressing the gathering during the inaugural function of 55th IIGF in presence of Shri Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC, Sh. Sudhir Sekhri, Chairman (EP), AEPC, Sh. H.K.L. Magu, Chairman (F&B), AEPC, Sh. Puneet Kumar, IAS, Secretary General, AEPC, Sh. Pritam Goel, President, GEA and Sh. Lalit Thukral, Member, EAC, AEPC



Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles addressing the gathering during the inaugural function of 55th IIGF in presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Sh. Virender Uppal, Chairman, AEPC, Sh. Sudhir Sekhri, Chairman (EP), AEPC, Sh. H.K.L. Magu, Chairman (F&B), AEPC, Sh. Puneet Kumar, IAS, Secretary General, AEPC, Sh. Pritam Goel, President, GEA and Sh. Lalit Thukral, Member, EAC, AEPC



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Sh. Sudhir Sekhri, Chairman (EP), AEPC gave the Vote of Thanks during the inaugural function of 55th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC, Sh. H.K.L. Magu, Chairman (F&B), AEPC, Sh. Puneet Kumar, IAS, Secretary General, AEPC and Sh. Lalit Thukral, Member, EAC, AEPC



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) visiting the stalls of the participants of the 55th IIGF along with Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC and Sh. Sudhir Sekhri, Chairman (EP), AEPC



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) giving his good wishes by writing on the "Signature Board" during 55th IIGF



Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles giving his good wishes by writing on the "Signature Board" during 55th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC)



Sh. Virender Uppal, Chairman, AEPC giving his best wishes by writing on the "Signature Board" during 55th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC) and Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles



Sh. Sudhir Sekhri, Chairman (EP), AEPC giving his best wishes by writing on the "Signature Board" during 55th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC)



Sh. Puneet Kumar, IAS, Secretary General, AEPC giving his best wishes by writing on the "Signature Board" during 55th IIGF in the presence of Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC)



Sh. Santosh Kumar Gangwar, Hon'ble Minister of State for Textiles (IC), Dr. Sanjay Kumar Panda, IAS, Secretary, Ministry of Textiles, Sh. Virender Uppal, Chairman, AEPC, Sh. Sudhir Sekhri, Chairman (EP), AEPC and Sh. Puneet Kumar, IAS, Secretary General, AEPC addressing a Press Conference after the inaugural function of 55th IIGF



A view of the Press Conference held after the inauguration of 55th IIGF.

- During the three days of the fair, 820 buyers and 334 buying agents visited the fair with business potential of around Rs. 1285.95 crores (US\$ 204.12 million)
- Ministry of Commerce & Industry has approved MAI grant of Rs. 400 lakhs for the 55th IIGF. Under the Buyers Promotion Scheme, IGFA had sponsored 116 buyers by providing complementary economy class airfare and 5 star hotel stay and 117 buyers were given complementary hotel stay for 3 nights, total 233 buyers, for visiting the fair

IIGF Participants' Profile

There were 433 exhibitors who presented their collection in the exhibition area of the fair. The city wise details of the participants are as follows:-

| SL. NO. | CITY | NUMBER OF PARTICIPANTS |
|---------|-------------|------------------------|
| 1 | NEW DELHI | 130 |
| 2 | JAIPUR | 95 |
| 3 | NOIDA | 63 |
| 4 | MUMBAI | 47 |
| 5 | GURGAON | 12 |
| 6 | KOLKATA | 11 |
| 7 | LUCKNOW | 9 |
| 8 | PUSHKAR | 9 |
| 9 | TIRUPUR | 9 |
| 10 | GHAZIABAD | 6 |
| 11 | LUDHIANA | 6 |
| 12 | MORADABAD | 4 |
| 13 | SAHIBABAD | 4 |
| 14 | FARIDABAD | 3 |
| 15 | FARRUKHABAD | 2 |
| 16 | SURAT | 2 |
| 17 | VARANASI | 2 |
| 18 | AGRA | 1 |
| 19 | AHMEDABAD | 1 |
| 20 | ALIGARH | 1 |
| 21 | AMRITSAR | 1 |
| 22 | BANGALORE | 1 |
| 23 | HOWRAH | 1 |
| 24 | HYDERABAD | 1 |
| 25 | JALANDHAR | 1 |
| 26 | JODHPUR | 1 |
| 27 | KANNUR | 1 |
| 28 | KANPUR | 1 |
| 29 | MANESAR | 1 |
| 30 | MEERUT | 1 |
| 31 | PALLADAM | 1 |
| 32 | PALWAL | 1 |
| 33 | PUNE | 1 |
| 34 | RAMPUR | 1 |
| 35 | SALEM | 1 |
| 36 | SONEPAT | 1 |
| | TOTAL | 433 |

Note: Complimentary stalls were given to the following:-

- Apparel Magazine (Mumbai)
- Fashion Era
- Dealers for You (DFU)
- India Knit Fair (IKF)
- Perfect Sourcing
- IGMATEX
- Garmentline



Buyers transacting business deals in the stall during 55th IIGF

Participation Details

| SIZE OF STALL (IN SQM) | TOTAL NO. PARTICIPANTS | TOTAL SQM |
|------------------------|------------------------|-----------|
| 6 | 3 | 18 |
| 9 | 64 | 576 |
| 12 | 91 | 1092 |
| 18 | 111 | 1998 |
| 24 | 105 | 2520 |
| 30 | 13 | 390 |
| 36 | 9 | 324 |
| 42 | 37 | 1554 |
| TOTAL NUMBER/SQM | 433 | 8472 |

In order to accommodate a large number of applicants, the booth size was moderated and 2 more halls were added



A Glimpse of stalls during 55th IIGF

Product Profile

- a) **CASUAL WEAR:**
Blouses, Casual Wear, Children's Wear, Co-ordinates, Denim Wear, Infants' Wear, Knitwear, Ladies Wear, Men's Wear, Shirts, Shorts, Silk Garments, Skirts, Suits, Dresses, Sweat Shirt, T-Shirt, Trousers, Vest
- b) **HIGH FASHION & OCCASIONAL WEAR :**
Designer's Labels - Fashion, Private Labels - Fashion, Bridal Wear, Cocktail Dresses, Evening Dresses
- c) **LINGERIE :**
Bodysuit, Brief, Home Wear, Men's Underwear, Nightwear & Pajamas
- d) **SPECIALTY :**
Maternity Wear, Uniforms, Work Clothes
- e) **SPORTSWEAR:**
Outerwear, Swimwear, Body Wear, Track Suits
- f) **FASHION ACCESSORIES:**
Pareos, Scarves, Stoles, Handbags etc



Buyers in stalls at 55th IIGF

Approach Adopted for Buyers' Active Participation in IIGF

1. A special cell has been created under the supervision of SG, AEPC, comprising of, ASG, AGM (F&E), AGM (IT) & Sr. Manager (F&E) to undertake the overseas promotion of the fair.
2. A dedicated website www.indiaapparelfair.com has been set-up.
3. A 'Missed You' letter to those buyers who were not able to come to visit Tex-Trends India, 2015 held during January, 2015 and a 'Thank You' has been sent to those buyers who have attended the fair during January, 2015.
4. The following were sent to the buyers as per database available with AEPC:-
 - Three Newsletters from SG, AEPC
 - Regular IIGF E-Blasts
5. A letter from SG, AEPC has been sent to 61 Indian Mission abroad requesting them to send the name of the CEO's/Sourcing Directors of those apparel chain stores/departmental stores/buyers.
6. A letter has been sent by SG, AEPC to the Chief Commissioner/Commissioner of customs of all major seaports and airports requesting them to share the apparel buyers' data so that we can invite them to visit the fair.
7. Letters were also sent by AEPC to Indian Missions at Malaysia, Norway, Denmark, Oman, Saudi Arabia, Kenya and Russia requesting them to provide list of apparel chain stores to whom we can offer the Buyer Promotion Scheme.
8. Letters has been sent to following organization for sharing buyers database/personal meetings with AEPC regarding IIGF:-
 - JIIPA, Japan,
 - Prime Source forum – Hong Kong
 - Ms. Neena Hartman – Germany
 - Indo-German Chamber of Commerce
 - Indo – Canadian Chamber of Commerce
 - Indo-German Chamber of Commerce
 - Indo-Italian Chamber of Commerce
9. A letter has been sent from Chairman, AEPC to the following:-
 - Approved buyers data of Tex-Trends India, 2015
 - 79 chain stores and buyers of UK and Spain requesting them to register themselves on the IIGF website to avail the benefits of Buyers Promotion Scheme.
 - 210 buying agents requesting them to recommend their buyers to visit the fair and avail the buyers' promotion scheme.
 - Identified 94 retail chains stores data and details of 38 buyers/chain stores data from MAGIC fair

- To Buying houses along with E-brochure, requesting them to visit the 55th IIGF and also requesting them to invite their buyers to the show.
 - To all EC Members of the Council to recommend the names and contact details of the buyers whom they feel office should invite in 55th IIGF.
 - To all 55th IIGF participants along with E-brochure so that they can invite their buyers to the show.
10. IIGF team had searched 2332 new buyers and chain stores data by indulging in apparel buyers' hunt across the globe through various marketing tools. Tele-calling person to person contact, Indian Mission/Embassy's interface and active participation.
 11. A meeting was held with Dr. Kebschull, IGEP and requested them to circulate a one page newsletter in Indo-German chamber offices and their associates to promote IIGF.
 12. AEPC interacted with Ms. Isabelle Weiler, Trade & industry Manager, EURATEX and requested her to circulate the information to all apparel associations present in EU.
 13. Mrs. Sripriya Kumaria, DG – India Trade & Exhibition Centre m.e., UAE had shared the names of few brands (E-mailers were sent to Apparel Group or Apparel FZCO, Max Fashions LLC, Splash Fashions from Landmark Group, Sana Fashions LLC, BTC Fashion, Group International, Neelkamal Group of Companies, ADI International, Bin Hendi Enterprises, Boutique 1 LLC, Fine Fair LLC etc.) in Dubai
 14. Letters from AEPC were sent to Chambers of Commerce of 42 countries.
 15. Letters from AEPC were been sent to 56 Fashion retailer associations.
 16. Sent welcome mails to new/old exhibitors to share the details of the products that they will be displaying in the fair.
 17. The IIGF scheme has been sent to the buyers in Peru, Colombia and Medellin with whom the meeting with delegation fixed up.
 18. A brochure containing the information about the IIGF has been given in print (English and Spanish language).
 19. Buyer promotion scheme, Promotion material, etc. was also given to First Secretary/Counselor/representatives of Embassy of Philippines, High Commission of Republic of Rwanda, CG of Malaysia, Embassy of Uruguay, Embassy of Republic of El Salvador, Embassy of the Arab Republic of Egypt, Embassy of Peru, Republic of Malawi, Turkish Indian Chambers of Commerce & Industry, Saudi Indian Business Network.
 20. Spanish version of IIGF E-brochure has been sent to Daniela Giraldo Loechl, INCHAM-Indian Chamber of Commerce in Peru-Cámara de Comercio de la India en Perú, Lima Chamber of Commerce, Bogota Chamber of Commerce to disseminate the IIGF information to their members.
 21. Letter from SG, AEPC along with Spanish and English version of IIGF E-brochure sent to Embassies of India at Caracas, Panama, Chile, Brazil, Mexico, Bogota, Argentina, Peru, Uruguay, Paraguay (Latin American countries) for disseminating information to their importers.
 22. E-catalogue of participants has been sent to all buyers database and also to participants for inviting buyers.
 23. Printed Brochures were sent to 28 new chain stores
 24. E-brochure of IIGF were sent to 55 Indian restaurants in Spain, USA, Germany, UK, France

25. Advertisement released in foreign magazines –1) Elle, Denmark 2) Elle, Sweden; 3) Vanidades, Chile 4) Textile Network, Germany 5) California Apparel news, USA; 6) WWB, UK 7) Rag Trader, Australia 8) Textile Panamericanos, Brazil. Further one page write up was also given to the magazines for coverage in their ensuing edition.
26. Letter was sent from SG, AEPC to HCI, Canada on 28th May, 2015 for seeking top buyers list.
27. Contacted Sumitomo, Delhi office for disseminating buyer scheme to their database of Japanese buyers.
28. Three interns hired for searching details of chain stores/importers from internet.
29. A database of about 4000 apparel retailers/chain stores in USA/Canada purchased from Chain store guide, USA and e-mailers have been sent.
30. E-mailer were sent to list of textile/apparel buyers given by Indian mission in Austria.
31. Personal visit to buying houses with Chairman, AEPC invitation and IIGF brochure.
32. Posters have been sent to 61 Indian Missions abroad requesting them to disseminate the information of the fair to the Importers Associations, Chamber of Commerce, Buying Association etc.
33. Flyers has been distributed and standees were placed in the AEPC's stall in various international fairs like MAGIC Fair, Las Vegas, USA and also in national fairs like India Knit Fair, Tirupur.
34. Google PPC (Pay per click) Campaign was undertaken to promote the fair, by placing sizeable allocation for this activity.
35. 7052 printed mailers have been sent to the buyers of various countries all over the world.

Benefit offered To Overseas Buyers

- Free entry to Fair Ground
- A photo entry badge
- A free buyers kit along with Fair Directory
- Free pick-up and drop from the airport
- Complimentary shuttle service from hotel to the venue and vice versa.
- Complimentary Wi-Fi in the halls during the fair.
- Complimentary lunch to the buyers during fair days.
- Complimentary airfare and or 3 nights hotel stay has been given to the buyers through a systematic developed invitation plan.
- Invitation to get together organized in the hotel of stay.
- Dedicated counter for availing Buyer Promotion Scheme.

Some of the major buyers who have visited the fair are given below:-

Buyers from across the globe including Brazil, UK, USA, Turkey, Russia, Poland, Japan, UAE, Hong Kong, Spain, Australia, Colombia, Italy, Mexico etc. were visited in the fair. The big buyers includes One Jeans wear Group from USA (Turnover: US\$ 980 mn), Grupo Hotel shops, Mexico (Turnover: US\$ 40 mn), PJSC Melon Fashion Group from Russia (Turnover: US\$ 134 mn), The Original Factory Shop from UK (Turnover: US\$ 23 bn), Cortefiel from Spain (Turnover : US\$ 1093 mn), PNL from Thailand,

(Turnover : US\$ 4.3 mn), Alona Miron Ltd from Israel (Turnover : US\$ 3.8 mn), Options from Colombia (Turnover : US\$ 8 mn), Aftershock from London (Turnover : US\$ 21 mn), Lec Lee from Colombia (Turnover : US\$ 13.67 mn), Group-Disco from Uruguay (Turnover : US\$ 20 mn), Jeans West from Australia (Turnover : US\$ 55 mn), Topitop from Peru (Turnover : US\$ 275 mn).

- Mr. Claudio Saint Mezard-Director from Adagatti from-Spain (Turnover : US\$ 5 mn), Mr. Jose Antonio Morales-CEO, Aromas Del Sur from Spain (Turnover : US\$ 8.9 mn), Mr. Jaime Nieto, CEO, Compania Fantastica from Spain (Turnover : US\$ 12 mn), Ms. Christine Ruth Crook, Buying Manager The Original Factory Shop from England ((Turnover : US\$ 1093 mn); Ms. Caludio of M/s Casaideas, Spain (Turnover : US\$ 95 mn), Mr. Denis of M/s Marisa, Brazil (Turnover : US\$ 35 mn); Ms. Maria Soledad of M/s SISI, Uruguay (Turnover : US\$ 33 mn); Mr. Evren of M/s Beymen, Turkey (Turnover : US\$ 38 mn); Mr. Gulden of M/s Boyner Buyuk Magazacilik As, Turkey (Turnover : US\$ 43 bn), Ms. Sylvia Anderhub of M/s Populart, Switzerland (Turnover : US\$ 15 mn) were visited the fair for sourcing their requirements for the next Spring/Summer season.

Special Promotion to attract Buying Agents from NCR

- 265 Buying Agents were identified on the basis of importance to IIGF.
- These Buying agents were invited through letters followed by phone calls.
- This was followed by visit by AEPC Officials to the selected buying agents to extend personal invitation to visit IIGF



Guidelines for sponsorship and procedure adopted for selection of buyers for 55th IIGF

- Hotel stay for 3 nights and airfare (individual or combination) is the maximum which were offered to the buyers.

The request so received for buyers was decided by a Screening Committee, on the basis of following point system:-

| Points Criteria | Number of Points |
|----------------------------------------------|------------------|
| USA | 1 |
| Other than USA (Non Traditional Countries) | 2 |
| Apparel | 2 |
| Accessories | 1 |
| Turnover Over 1Mn -2 Mn USD | 1 |
| Turnover Over 2 Mn-3 Mn USD | 2 |
| Turnover 3 Mn USD and Above | 3 |

- Minimum 6 points were necessary for qualifying for sponsorship of airfare and hotel stay. Minimum 4 Points shall be considered by the Screening Committee for one benefit i.e. hotel stay only. However, airfare would be given only to the new buyers who have not visited our IIGF/TTI for the 2 years, subject to the approval of Chairman, AEPC/Chairman (EAC), AEPC and a company will be entitled to this facility if they send other buyer/designer/sourcing person.
- Airfare would also be given to buyers representing big/reputed chain stores having more than 15 outlets, subject to the approval of Chairman, AEPC/ Chairman (EAC), AEPC.
- Buyer with 4-5 points shall be eligible for hotel stay only provided, at least one point is obtained based on business turnover of minimum US\$ 1 million. Buyer's who could not furnish their annual turnover due to privacy issues, sales verification certificate were obtained from their Indian supplier/exporter for FY 2013-14. In such case only 1 point was awarded to them under the Buyer Promotion Scheme.
- Buyer with less than 4 points were not given any benefit under this scheme.
- The buyers recorded their physical attendance for 3 days in the Fair Secretariat at Pragati Maidan.
- Buyers who had availed sponsorship in last 4 editions of IIGF/TTI were eligible for complimentary hotel stay facility.
- The buyers who were given sponsorship filled a response form

- To verify the annual turnover mentioned by the buyer in his or her nomination form, either of the following documents were acceptable by the buyer screening committee:-
 - 1) CA Certificate confirming the annual turnover of the Buyer for Apparel/Accessories during the FY 2013-14
 - 2) Certified Profit & Loss statement for the FY 2013-14
 - 3) Income Tax returns of the company for FY 2013-14
 - 4) Turnover during 2013-14 available on company's website for Public Limited Company.
 - 5) In case of Chain Stores, number of stores were acceptable.
 - a. The Buyer's Screening Committee consisted of the following members :-
 - a. Shri Sudhir Sekhri, Chairman (EAC), AEPC
 - b. Shri Lalit Thukral, Member, EAC
 - c. Shri Pritam Goel, Member, EAC
 - d. Shri Vivek Khandelwal, Member, IGFA Society
 - e. Shri Rajiv Bhatnagar, Director (F&E)
 - b. Screening Committee met on periodic basis for approval of buyers who had applied for benefits under the scheme. Minimum two members of the Buyers Screening Committee mentioned above reviewed the applications and recommend the same for final approval of Chairman (EAC), AEPC



Buyers in the Stalls during 55th IIGF

Feedback of Buyers

The feedback from buyers is as follows:-

01. This is a great event to find suppliers & manufacturers to fulfill your needs you can find everything you are looking for under one roof.
02. A great experience to find new products, to make new trends, to feel like at home, being so far away. Truly recommended.
03. The facilities were excellent much better than we have received at other exhibitions such as China Sourcing Fair and the Canton Fair.
04. 400 Exhibitors cannot be visited in 3 Days. More days or Less Exhibitor.
05. Exhibition is Good. Better Wi-Fi Services and Food in Restaurant may be provided.
06. Transport throughout the day should be provided between venue and hotel of stay.
07. The toilets in the Pragati Maidan should be in a better condition



Buyers in the stall during 55th IIGF



Buyers sourcing their requirements in a stall during 55th IIGF

Feedback of Exhibitors

- It was overall a good show.
- More buyers need to be invited in the fair.
- Should banned the entries of suppliers i.e. fabric suppliers and job wanner people should be banned. Also should provide lunch for two complimentary per stall or should reduce the prices of food & beverages.
- Passes per stand is less. Atleast 4 passes for minimum stand is required.
- Toilet conditions in the Pragati Maidan needs to be improved.
- Better signage and easy connection between the halls.
- Need more kids garments buyers.
- Highly appreciate the efforts you all are doing to promote our business



A glimpse of 55th IIGF

Analysis of Exhibitors' Responses

In all 433 exhibitors participated in the 55th IIGF. Each was provided a response sheet (copy of the Response Sheet is attached at Annex – II). The analysis of the feedback received from the participants are given below:-

| Particulars | Average | Satisfactory | Good | Very Good | Total |
|------------------------------|------------------------------|---------------------------------|-----------------------------------|---------------|-------|
| Present Level of Fair | 174 | 129 | 104 | 16 | 423 |
| Fair Secretariat Service | 111 | 141 | 140 | 27 | 419 |
| Stall Construction & Service | 112 | 152 | 119 | 22 | 405 |
| Toilets & Maintenance | 221 | 114 | 70 | 13 | 418 |
| Cafeteria | 108 | 159 | 128 | 22 | 417 |
| General Facilities | 126 | 163 | 110 | 19 | 418 |
| General Ambience | 110 | 128 | 150 | 19 | 407 |
| Objective | <i>Introduction of items</i> | <i>Foster business relation</i> | <i>Seek New Business Contacts</i> | <i>Others</i> | |
| No. of Participants | 101 | 125 | 281 | 19 | |
| Achievement of Objective | 25% | 50% | 75% | 100% | |
| No. of Participants | 162 | 109 | 27 | 5 | |

Analysis of Exhibitors Response – Percentage Wise

| S. No. | Particulars | Average | Satisfactory | Good | Very Good | Total |
|--------|---------------------------------|---------|--------------|-------|-----------|-------|
| 1 | The Present Level of Fair | 41.10 | 30.5 | 24.60 | 3.80 | 100 |
| 2 | Fair Secretariat Services | 26.50 | 33.70 | 33.40 | 6.40 | 100 |
| 3 | Stall Construction And Services | 27.70 | 37.50 | 29.40 | 5.40 | 100 |
| 4 | Toilets/Maintenance | 52.90 | 27.30 | 16.70 | 3.10 | 100 |
| 5 | Cafeteria | 25.90 | 38.10 | 30.70 | 5.30 | 100 |
| 6 | General Facilities | 30.10 | 39.10 | 26.30 | 4.50 | 100 |
| 7 | General Ambience | 27.00 | 31.40 | 36.90 | 4.70 | 100 |



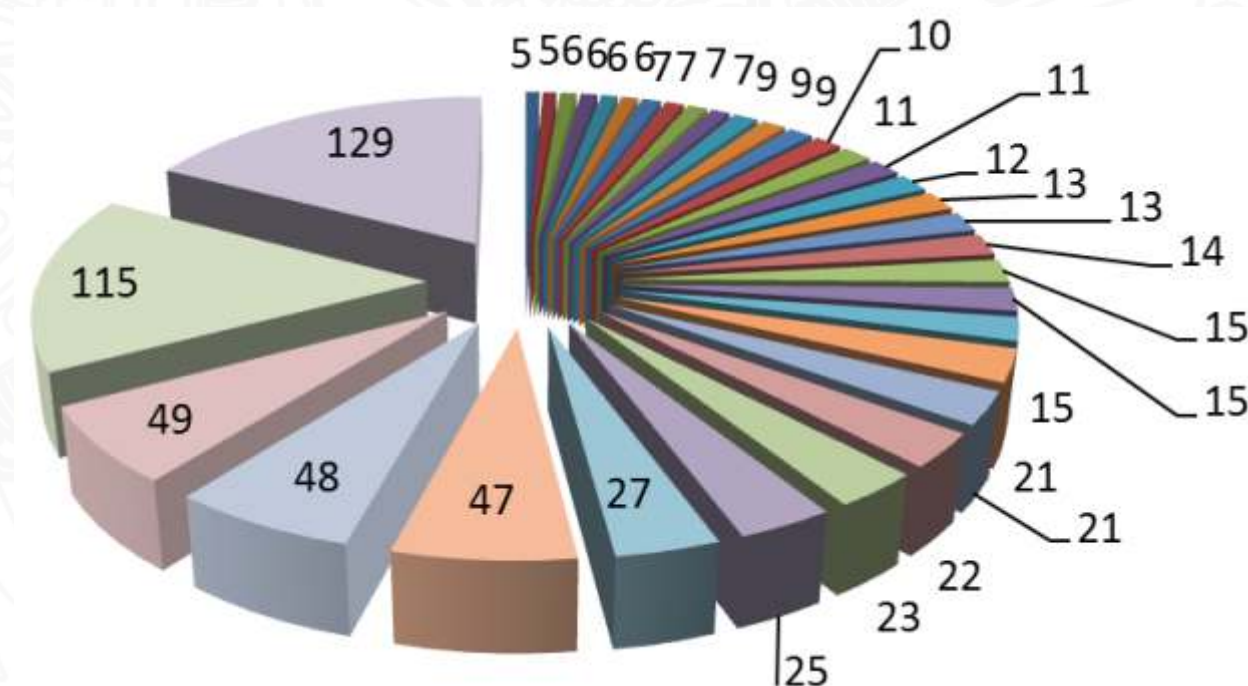
ANNEXURE I

COUNTRY-WISE NUMBER OF BUYERS WHO ATTENDED THE 55th INDIA INTERNATIONAL GARMENT FAIR (13 -15 JULY, 2015) HELD AT PRAGATI MAIDAN, NEW DELHI

| S. NO. | COUNTRY | NO. OF BUYERS |
|--------|------------------|---------------|
| 01. | ARGENTINA | 11 |
| 02. | AUSTRALIA | 48 |
| 03. | AUSTRIA | 6 |
| 04. | BANGLADESH | 6 |
| 05. | BELGIUM | 9 |
| 06. | BRAZIL | 21 |
| 07. | BULGARIA | 1 |
| 08. | CANADA | 27 |
| 09. | CANARY ISLAND | 2 |
| 10. | CHILE | 9 |
| 11. | CHINA | 10 |
| 12. | COLOMBIA | 7 |
| 13. | COSTA RICA | 3 |
| 14. | DENMARK | 1 |
| 15. | EGYPT | 7 |
| 16. | FINLAND | 5 |
| 17. | FRANCE | 23 |
| 18. | GEORGIA | 1 |
| 19. | GERMANY | 7 |
| 20. | GREECE | 9 |
| 21. | HONG KONG | 21 |
| 22. | HUNGARY | 3 |
| 23. | ICELAND | 1 |
| 24. | INDONESIA | 11 |
| 25. | IRAN | 2 |
| 26. | IRELAND | 2 |
| 27. | ISRAEL | 15 |
| 28. | ITALY | 22 |
| 29. | JAPAN | 47 |
| 30. | JORDAN | 3 |
| 31. | KENYA | 3 |
| 32. | KOREA DEMOCRATIC | 3 |
| 33. | KUWAIT | 2 |
| 34. | LITHUANIA | 2 |
| 35. | MALAYSIA | 4 |

| | | |
|-----|----------------------|-----|
| 36. | MALDIVES | 3 |
| 37. | MEXICO | 13 |
| 38. | NEPAL | 3 |
| 39. | NETHERLANDS ANTILLES | 4 |
| 40. | NEW ZEALAND | 1 |
| 41. | NORWAY | 1 |
| 42. | PERU | 1 |
| 43. | POLAND | 2 |
| 44. | PORTUGAL | 7 |
| 45. | ROMANIA | 1 |
| 46. | RUSSIA | 14 |
| 47. | SAUDI ARABIA | 3 |
| 48. | SERBIA | 2 |
| 49. | SEYCHELLES | 2 |
| 50. | SINGAPORE | 4 |
| 51. | SLOVAK REPUBLIC | 1 |
| 52. | SLOVENIA | 1 |
| 53. | SOUTH AFRICA | 6 |
| 54. | SOUTH KOREA | 2 |
| 55. | SPAIN | 115 |
| 56. | SRI LANKA | 13 |
| 57. | SWEDEN | 1 |
| 58. | SWITZERLAND | 6 |
| 59. | TAIWAN | 4 |
| 60. | THAILAND | 5 |
| 61. | TURKEY | 15 |
| 62. | U.A.E. | 25 |
| 63. | UKRAINE | 4 |
| 64. | UNITED KINGDOM | 49 |
| 65. | UNITED STATES | 129 |
| 66. | URUGUAY | 15 |
| 67. | VIETNAM | 12 |
| 68. | ZIMBABWE | 2 |
| | Total | 820 |

Country-wise Buyers Data (at Least 5 Buyers)



ANNEXURE II

55th INDIA INTERNATIONAL GARMENT FAIR
13 -15 July, 2015, Pragati Maidan, New Delhi

RESPONSE FORM

Hall No. _____ Stall No. _____

1. Name of the Company: _____
2. Name of the Chief Representative: _____
3. Please Comment about: -

| S. No. | Particulars | Average | Satisfactory | Good | Very Good |
|--------|-------------------------------|---------|--------------|------|-----------|
| 01. | The present level of the Fair | | | | |
| 02. | Fair Secretariat Service | | | | |
| 03. | Stall construction & service | | | | |
| 04. | Toilets/ Maintenance | | | | |
| 05. | Cafeteria | | | | |
| 06. | General Facilities | | | | |
| 07. | Ambience of the fair | | | | |

4. Please mention top three export destinations along with product categories

| S. No. | Export Destination | Products (items) exported |
|--------|--------------------|----------------------------|
| 1. | | i) ii) |
| 2. | | i) ii) |
| 3. | | i) ii) |

5. Have you got business with any other new market (country).

| S. No. | Markets | Products (item) exported |
|--------|---------|--------------------------|
| 1. | | i) ii) |
| 2. | | i) ii) |



A View of the Branding of 55th IIGF
Announcing the dates of
56th IIGF, 20 – 22 January, 2016

6. Please tick mark (✓) your objectives for participation in the fair:-

| | | |
|-----|---------------------------|--|
| 01. | Introduction of item | |
| 02. | Foster business relations | |
| 03. | Seek new business contact | |
| 04. | Other (Specify) | |

7. Have your objective been achieved (Please ✓)

| | | | |
|-----|-----|-----|------|
| 25% | 50% | 75% | 100% |
|-----|-----|-----|------|

8. Number of companies /buyers you have been able to contact during the Fair:

| | | | | |
|----|-----------------|-----|--------------|--|
| a. | Local | i. | Old Contacts | |
| | | ii. | New Contacts | |
| b. | Foreign contact | i. | Old Contacts | |
| | | ii. | New contacts | |

9. Details of enquiries received:

| No. of Enquiries | Qty. in Pcs. (order expected) | Export value in US\$ (order expected) |
|------------------|----------------------------------|------------------------------------------|
| | | |

10. Delivery schedule (from order to delivery in no. of days) _____

11. How would you rate the signage's/ directional panels at the venue:

| | | | |
|---------|--------------|------|-----------|
| Average | Satisfactory | Good | Very Good |
|---------|--------------|------|-----------|

12. The next fair i.e. 56th India International Garment Fair would be held from 20 -22 January, 2016 for Autumn/Winter Collections

(Please ✓) ☐ Yes, I would like to participate / ☐ Intimate Later

13. General

Please indicate your views about the overall organization of the 55th India International Garment Fair, your suggestions for further improvement:

Signature _____

Name _____

Date _____

19. SUPERVISION AND CO-ORDINATION

The 55th India International Garment Fair was organized under the supervision of Shri Virender Uppal, Chairman, AEPC, Shri Sudhir Sekhri, Chairman (EP & EAC) & Sh. Puneet Kumar, IAS, SG, AEPC.

The valuable support and contribution has been received from the following :-

1. Sh. Ashok G Rajani, Sr. Vice Chairman, AEPC
2. Sh. N. Chandran, VC(SR), AEPC
3. Sh. Lalit Gulati, VC(ER), AEPC
4. Sh. H.K. L. Magu, Chairman (F&B), AEPC
5. Sh. Pritam Goel, President, GEA
6. Sh. Vinod Dhawan, President, AEMA
7. Sh. Rahul Mehta, President, CMAI
8. Sh. Vivek Khaldelwal, President, GEAR
9. Sh. Premal Udani, Member, IGFA Society
10. Sh. Rakesh Vaid, Member, IGFA Society
11. Dr. A. Sakthivel, Member, IGFA Society
12. Sh. Lalit Thukral, Member, IGFA Society
13. Sh. Mohan Sadhwani, Member, IGFA Society
14. Sh. Virender Chopra, Member, EAC
15. Sh. Vijay Ahuja, Member, EAC
16. Sh. Vijay Mathur, ASG, AEPC
17. Sh. Rajiv Bhatnagar, Director, AEPC

