



India

International Garment Fair 2016

18-20 July, Pragati maidan, New Delhi

Spring Summer 2017



57th IIGF
REPORT
18-20 July, 2016



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In Association with





Shri Ajay Tamta, Hon'ble Minister of State for Textiles Lighting of Lamp, Unveiling the Fair Catalogue & Ribbon Cutting Ceremony of 57th IIGF

Executive Summary

1. India International Garment Fair (IIGF) is jointly organized by the Apparel Export Promotion Council (AEPC) and the International Garment Fair Association (IGFA), in association with Apparel Exporters and Manufacturers Association (AEMA), The Clothing Manufacturers Association of India (CMAI), Garment Exporters Association (GEA), and Garment Exporters Association of Rajasthan (GEAR).
2. The 57th India International Garment Fair (IIGF) was organized from 18 – 20 July, 2016, at Hall Nos. 7D, 7E, 8, 9, 10, 11, 12 & 12A, Pragati Maidan, New Delhi. The 57th edition of India International Garment Fair (IIGF) was inaugurated by Shri Ajay Tamta, Hon'ble Minister of State for Textiles as Chief Guest in the presence of Smt. Pushpa Subramayam, IAS, Addl. Secretary, Ministry of Textiles, Shri. Sunaina[†]Tomar, IAS, Joint Secretary (Exports), Ministry of Textiles, who was the Guest of Honour, and Shri Ashok G Rajani, Chairman, AEPC, Shri Ram Singh, IPS, Secretary General, AEPC, Shri Lalit Thukral, Vice Chairman (EAC), AEPC, Presidents of Organizing Associations and Executive Committee members of AEPC at Foyer of Hall No. 12 & 12A, Pragati Maidan, New Delhi.
3. Shri Ajay Tamta, Hon'ble Minister of State for Textiles announced the fair open by lighting of the lamp, installation of IIGF and cutting the ribbon at Foyer of Hall no. 12 & 12A, Pragati Maidan, New Delhi.
4. During the inaugural address by Sh. Ajay Tamta, Hon'ble Minister of State for Textiles emphasized that the Apparel Export Industry is an integral part of foreign exchange earnings for India. He expressed his confidence that the special package of Rs. 6500 crores announced by Hon'ble Prime Minister of India for the Indian Textile industry would enable the industry achieve a double-digit growth in exports shortly. He informed that Govt. will wholeheartedly support the garment export industry for making the Hon'ble Prime Minister vision of "Make in India" a success story.
5. During the inauguration function, Hon'ble Minister of State for Textiles unveiled the Fair Catalogue of the 57th IIGF and also installed the alphabet "IIGF" by lighting the lights with a remote.
6. Hon'ble Minister took a round of the fair with Addl. Secretary, Ministry of Textiles, Joint Secretary (Exports), Ministry of Textiles, Chairman, AEPC, Vice Chairman (EAC), AEPC and interacted with the Participants and also appreciated the collection of garments displayed by the participants.
7. During the inaugural function Sh. H.K.L. Magu, Vice Chairman, AEPC, Sh. Amit Goyal, Chairman (EP), Sh. Rishi Rajani, EC Member, AEPC, Sh. Naren Goenka, Chairman (F&B),



- AEPC, Sh. Mohan Sadhwani, ED, CMAI, Lt. Col. Ajay Bhattacharyya (Retd.), CEO, AEMA, Sh. Rahul Mehta, President, CMAI, Sh. Premal Udani, EC Member, AEPC, Dr. A. Sakthivel, EC Member, AEPC, Sh. Sunil Sethi, President, FDCI were also present.
8. During the fair days, Smt. Subhra Singh, IAS, ED, ITPO and other officials from Ministry of Textiles and Commerce visited the fair.
 9. Stalls of 408 national participants from all over India were spread across 8 large halls. Facilities such as free Wi-Fi, Cafeteria, Buyers Lounge, Medical Room with stand by Ambulance, Fire Safety, Business Centre, and Cyber Café were provided in the fair.
 10. A total number of 1297 buyers and 317 buying agents registered on the IIGF website for the 57th IIGF. 862 quality International buyers from 67 countries and 258 Buying Agents visited during three days of fair. Many chain stores were given hospitalities like complimentary air tickets, Hotel Stay, Pick up Facility from hotel to fair venue and back. 332 buyers were approved by the AEPC's Screening Committee under the Buyers Promotion Scheme. Out of 332 buyers, 170 buyers were approved for airfare & hotel and 162 buyers were approved for only hotel under the scheme. From the approved 332 buyers, 278 buyers actually visited the fair under Buyers Promotion Scheme. 142 buyers were given complimentary airfare & hotel and 136 buyers were given complementary hotel stay. A 10 members Iranian Delegation from Tehran Garment Union Research Centre visited during 57th IIGF. An MOU has been signed on 18.7.2016 between AEPC and Tehran Garment Union Research Centre (T.G.U.) to promote bilateral trade and industrial cooperation in the Textile and fashion sector between India and Iran.
 11. Ministry of Commerce & Industry has sanctioned an MAI grant of Rs. 400 lakhs for the IIGF.
 12. Fashion Shows (2 shows one each day of the fair) were organized during the three days of the fair.
 13. Best Display Award Function was organized during the second day of the fair wherein Trophies and Mementos were given to the Best Displayed Stalls by Sh. Ajay Tamta, Hon'ble Minister of State for Textiles. A Jury comprising of Mr. Sunil Sethi, President, FDCI, Mrs. Renu Sharma, Promoter B & S Foundation (Beti & Shiksha) and Ms. Parul Budhkar, Associate Editor, Fashion One-o-One.in (Dainik Bhaskar Group) visited all the stalls and finalized the best displayed stalls.
 14. AEPC thanked the Hon'ble Minister of Culture and Tourism for Supporting in organizing a Culture Evening on 19.7.2016 at Hotel Le Meridien, for the visiting buyers of the fair wherein Kathak dance was performed by Padma Bhusan Sushri Uma Sharma and her troupe and also allowing using of Air India logo, as Travel Partner, in all the brandings of 57th IIGF.

15. IIGF Participants' Profile

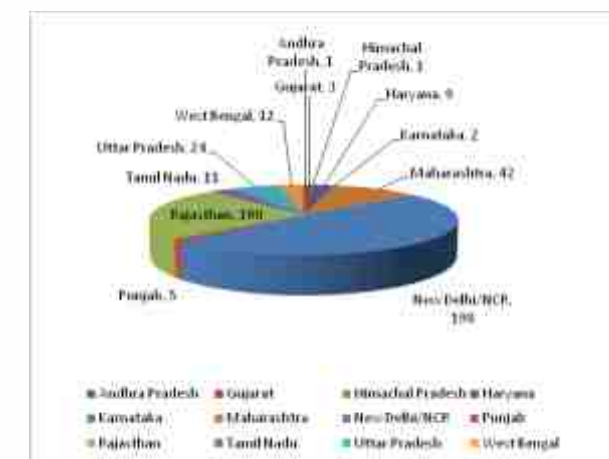
- The Fairground was divided into four sections, the details of which are given below:-

01. Womenswear	-	332 Participants (6848 sq. mtrs)
02. Fashion Accessories	-	30 Participants (520 sq. mtrs.)
03. Menswear	-	23 Participants (339 q. mtrs)
04. Kidswear	-	23 Participants (354 sq. mtrs.)

- Following is the State-wise details:

S. NO.	STATE	NO. OF PARTICIPANTS
1.	Andhra Pradesh	1
2.	Gujarat	3
3.	Himachal Pradesh	1
4.	Haryana	9
5.	Karnataka	2
6.	Maharashtra	42
7.	New Delhi/NCR	198
8.	Punjab	5
9.	Rajasthan	100
10.	Tamil Nadu	11
11.	Uttar Pradesh	24
12.	West Bengal	12
	Total	408

State-Wise Participation in 57th IIGF



16. Complimentary stalls were given to the publishers of Apparel Online, The Dollar Business, Attire, Inside Fashion, Garment Line, Fashion Era, Perfect Sourcing on barter basis. A stall was also given to India Knit Fair on barter basis.



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A View of Brandings of 57th IIGF

1. 57th IIGF - Fair Details

1. The 57th India International Garment Fair (IIGF) was held from 18 – 20 July, 2016 at Hall Nos. 7D, 7E, 8,9,10,11,12 & 12A, Pragati Maidan, New Delhi. The fair was for the Spring/Summer 2017 season. 408 exhibitors participated in the fair. The total stall area was 8061 sq. mtrs. The fair timings were 9.30 AM to 6.30 PM on 18 & 19 July, 2016. The timing on 20th July, 2016 was 9.30 AM to 6.00 PM.
2. During the three days of the fair, **862** buyers and **258** buying agents visited the fair with business potential of around US\$ 207.88 million
3. Ministry of Commerce & Industry has approved MAI grant of Rs. 400 lakhs for the 57th IIGF. Under the Buyers Promotion Scheme, 332 buyers were approved by the AEPC's Screening Committee. Out of 332 buyers, 170 buyers were approved for airfare & hotel and 162 buyers were approved for only hotel under the scheme. From the approved 332 buyers, 278 buyers actually visited the fair under Buyers Promotion Scheme. 142 buyers were given complimentary airfare & hotel and 136 buyers were given complementary hotel stay.





A View of Brandings of 57th IIGF

2. IIGF Participants' Profile

Total 408 exhibitors who presented their collection in the exhibition area of the fair. The city wise details of the participants are as follows:-

S. No.	City	No. of Participants
1.	Agra	2
2.	Bangalore	2
3.	Faridabad	6
4.	Ghaziabad	6
5.	Gurgaon	13
6.	Solan	1
7.	Jaipur	94
8.	Kolkata	12
9.	Lucknow	9
10.	Ludhiana	5
11.	Meerut	1
12.	Moradabad	2
13.	Mumbai	40
14.	Narsapur (Andhra Pradesh)	1
15.	New Delhi	109
16.	Noida	76
17.	Palwal	1
18.	Pune	1
19.	Pushkar	6
20.	Rampur (U. P.)	1
21.	Sahibabad	1
22.	Sonepat	2
23.	Surat	2
24.	Tirupur	11
25.	Valsad (Gujarat)	1
26.	Varanasi	2
27.	Vasai (Maharashtra)	1
	Total	408

Note: Complimentary stalls were given to the following:-

- Apparel Online
- The Dollar Business
- Attire
- Inside Fashion
- Garment Line
- Fashion Era
- Perfect Sourcing





AEPC Theme Pavilion of 57th IIGF

3. Participation - Details

SIZE OF STALL (IN SQM)	TOTAL NO. PARTICIPANTS	TOTAL SQM
6	1	6
9	67	603
12	74	888
18	127	2286
24	70	1680
30	21	630
36	8	288
42	40	1680
TOTAL NUMBER/SQM	408	8061

4. Product - Profile

- 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,
- HIGH FASHION & OCCASIONAL WEAR :**
Designer's Labels - Fashion, Private Labels - Fashion, Bridal Wear, Cocktail Dresses, Evening Dresses
- LINGERIE :**
Bodysuit, Brief, Home Wear, Men's Underwear, Nightwear & Pajamas
- SPECIALTY :**
Uniforms, Work Clothes
- SPORTSWEAR:**
Outerwear, Swimwear, Body Wear, Track Suits
- FASHION ACCESSORIES:**
Pareos, Scarves, Stoles, Handbags etc.

Theme Pavilion

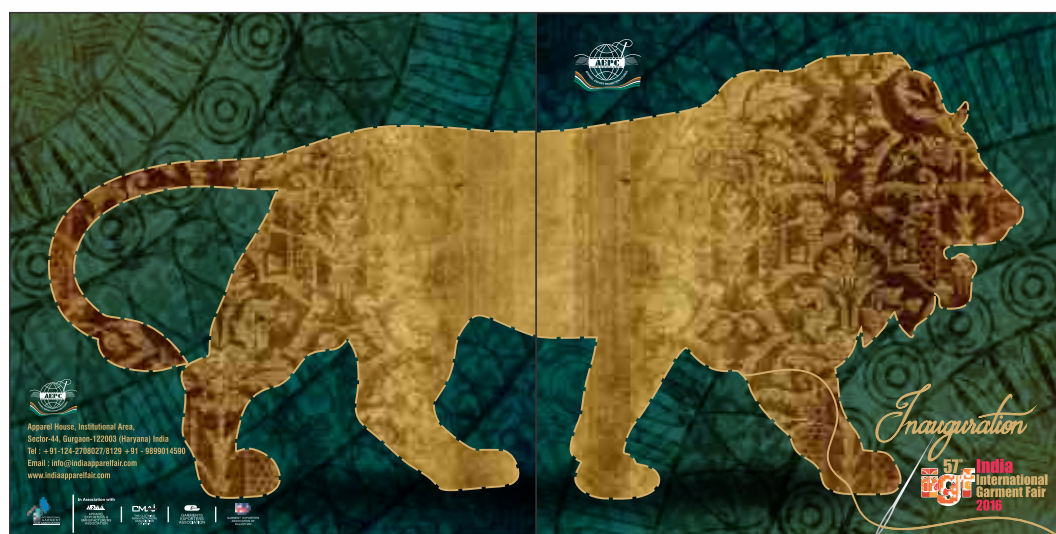
A Theme Pavilion was set-up by AEPC in association with "Liva" - by Grasim, Aditya Birla Group in the Foyer of Hall Noll 7 (48 sq. mtrs.) on the various initiatives of AEPC and Fashion trends for Autumn/Winter – 2017 -18 season.



Design of Promotional Website, Poster, E-Blast & Mailer of 57th IIGF

5. Approach Adopted for Buyers Active Participation in IIGF

- The Fair website www.indiaapparelfair.com was redesigned with new “Customer Relationship Management” system, wherein each buyer and participants would have their own login id and password.
- The new CRM has the facility of fixing meeting of the participants with the visiting buyers.
- A 'Missed You' letter to those buyers who were not able to come to visit 56th IIGF and a 'Thank You' letter to those buyers who have attended the fair
- Newsletters to the buyers as per database available with AEPC.
- Regular IIGF E-Blasts to all buyers database by AEPC and M/s Asearch Online Technology Pvt. Ltd.– official online promotion agency.
- Registration Form Update, Website Creation, Google Adwords set up, Website Content Creation, Unconventional Market Targeting, Analytics Monitoring, Social Media Push etc. (Facebook, Twitter, Linked In)
- Promotion in India Knit Fair held from 11 – 13 May'2016:- Promotional material was distributed to the buyers and buying agents who visited the fair.
- Promotion in various International Fair and BSMs in which AEPC participated/Organized – BSM held in Dubai, Chile & Uruguay, MAGIC Fair, Hong Kong Fashion Week, Delegation went to Iran and Denmark.
- Printed mailer sent to IIGF data base
- Posters sent to HCI/Embassies over the world.
- The existing database of buyers available with AEPC from 46th to 56th IIGF has been updated.
- An agency has been appointed for providing lead generation of new buyers for visiting 57th IIGF.
- Letter to Indian Missions abroad requesting them to send the name of the CEO's/Sourcing Directors of those apparel chain stores/departmental stores/buyers, who occupy the larger share in the garment import/business in the country of their accreditation.
- Letters to relevant Chambers in India and Retailers Associations/Chambers in abroad for sharing buyers database with AEPC regarding IIGF and also sending information to their members.
- Letter to approved buyers data of 56th IIGF, inviting them to register for 57th IIGF.
- Invitation from Chairman, AEPC to buying houses announcing 57th IIGF and requesting them to recommend their buyers to visit the fair and avail the buyers' promotion scheme.
- Execution of Buyer promotion scheme and promotion of scheme through E-blasts, letters, through Embassy, chambers/retailers association, website etc.
- Letter to chain stores from Chairman, AEPC.
- Hiring of interns for searching details of chain stores/importers from internet
- Brochure containing the information about the IIGF in different languages.
- A letter has been sent to Secretary (Textiles) requesting to send letters from Ministry to Indian Missions abroad for the marketing of the fair and to recommend buyers for visiting the fair.



Design of Fair Directory, International Magazine AD & Inauguration Card of 57th IIGF

- Letter to Joint Secretary of territorial divisions sent to East & South Africa, East Asia, Gulf, LAC, Caribbean, Oceanic and Nalanda countries, West Africa, West Asia and North Africa and Central Europe.
 - E-catalogue of participants which would be sent to all buyers database and also to participants for inviting buyers.
 - Letter from Chairman, AEPC to all 56th IIGF participants along with E-brochure so that they can invite their buyers to the show.
 - Email to participants for sharing details of new products which they will display in 57th IIGF.
 - Different Email ids for mass email through personal email addresses to buyers to break into spamming issues.
 - Letter from Chairman, AEPC to the buying agents requesting them to recommend their buyers to visit the fair and avail the buyer's promotion scheme.
 - Professional tele-calling in various foreign languages
 - Buying house visit
 - Promotion of fairs through editorials, blogs etc
- Full page colour advertisement is being/has been released in the following fashion magazines:-

S. No.	Name of the Magazine	Country
1	Ragtrader	Australia
2	WWB	UK
3	Textile Network	Germany
4	California Apparel News	USA

- Advertisement has been released in various national magazines and Apparel India magazine of AEPC.
- Google PPC Campaign is being undertaken by the website agency to promote the fair

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.
- Dedicated Place in the fair venue for B2B meeting between buyers and participants
- Invitation to get together organized in the hotel of stay.
- Dedicated counter for availing scheme of Buyer Promotion Scheme.



Buyers at 57th IIGF

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, Australia, Hong Kong, UK, Spain, Australia, Argentina, Canada, etc. are participating in the fair. The big buyers includes like One Jeanswear Group, USA, Lolita Sa, Uruguay, Odel PLC, Sri Lanka, AROMAS DEL SUR SL, Spain, Ghisa, Turkey, Greater Good Network, USA, Taj Imports, USA, Pupulart AG, Switzerland, Boohoo.com, UK, Ito-Yokado Co Ltd, Japan, Zabriskie Studio S. L., Spain, Grupo Disco, Uruguay.

S. No.	First Name	Last Name	Company	Country	Turnover (IN USD MN)
1	Veronica	Carbonell	Natura Selection	Spain	15
2	Buddhika Erandi	Delgahapitiya	Odel Plc	Sri Lanka	34
3	Manish	Makdani	United Exports Ltd.	Hong Kong	180
4	Sadao	Aoki	Nakajyu Hifuku Industry Inc.	Japan	27.08
5	Eirini	Karakasidou	Inart Sa (Ble)	Greece	11
6	Keiichi	Sato	Towa Company	Japan	40
7	Rocio	Rico	Compania Argentina De Diseno	Argentina	23.86
8	Nadia	Burri	Populart A G	Switzerland	12
9	Larrisa	Hefti	Populart A G	Switzerland	12
10	Viriya	Athikiat	Jaspal Company Limited	Thailand	285
11	Jidsupa	Sitthimonamnuay	Jaspal Company Limited	Thailand	285
12	Kazuhiro	Takamatsu	Ito-Yokado Co Ltd	Japan	36
13	Fei	Wang	One Jeanswear Group	USA	764
14	Ryan Anthony	Wiltshire	One Jeanswear Group	USA	764
15	Cheryl Lynee	Abraham	One Jeanswear Group	USA	764
16	María	Bertilotti	Grupo Disco	Uruguay	21
17	Natalia	Pintos	Grupo Disco	Uruguay	21
18	Deborah	Ball	Boohoo.Com	United Kingdom	195
19	Neelam	Jagetia	Taj Imports	USA	12.7
20	Claudia	Vila Codina	Zabriskie Studio	Spain	11.5
21	Jimena	Gonzalez	Lolita SA	Uruguay	23
22	Duong	Tam Tam	Everpia JSC	Vietnam	38
23	Elena	Gonzalez Escamez	Zabriskie Studio S. L.	Spain	12.55
24	Noor Zohara	Ghaffoor	Odel Plc	Sri Lanka	34
25	Mohan Lal Shamdas	Navlani	Rukma Industries	Hong Kong	15.79
26	Claudio	Rosenberg	Matriz Ideas	Chile	40
27	Jose Antonio	Morales Vivancos	Aromas Del Sur SI	Spain	13
28	Paula	Gracia	AROMAS DEL SUR SL	Spain	13
29	Virginia	Rosario	AROMAS DEL SUR SL	Spain	13
30	Manuela	Costa	Natura Invicta LDA	Spain	17
31	Tiago	Antunes	Natura Invicta LDA	Portugal	17
32	Titania	Penas	Natura Invicta LDA	Italy	17
33	Vera	Gonzaga	Natura Invicta LDA	Spain	17
34	Andrea	Chinea	Natura Invicta LDA	Portugal	17
35	Manohar	Himthani	Al Safeer Group	UAE	45
36	Pin Vilares	Manuel	Hhg Sa	Spain	12
37	Elvira	Chiarino	Grupo Disco	Uruguay	21
38	Krishnathan	Kumaravel	Kreation House Of Cotton	Sri Lanka	13.4

Special Promotion to attract Buying Agents from NCR

- 273 Buying Agents were identified for inviting them to IIGF.
- These Buying agents were invited through letters followed by phone calls.





**India International
Garment Fair 2016**
18-20 July, Pragati maidan, New Delhi
Spring Summer 2017





Dear Friend/Buying Agent

On behalf of Shri Ashok G Rajani, Chairman, Apparel Export Promotion Council, I would like to invite you personally to one of the largest sourcing shows of Apparel across Asia. The 57th India International Garment Fair, will showcase the latest trends for Spring/Summer 2017, from 18 – 20 July, 2016 at Halls 7D to 12A, Pragati Maidan, New Delhi.

I request you to nominate your sourcing team to visit and participate in the Fair. We are glad to apprise you that during the event, more than 400 exporters are going to display their contemporary and exotic trends and latest innovations in Apparel and Fashion Accessories.

I would also like to request you to recommend your buyers to visit the fair and avail the Complimentary Airfare and Hotel facility under our Buyer Promotion Scheme. Your buyers may log on www.indiaapparelfair.com to register. Alternatively, you may share the contact details of your buyers with us and we shall take care to send an invitation to them.

Look forward to welcoming you at 57th IIGF July 2016. Be our Guest!

Thank you
Warm regards,

Lalit Thukral
Vice Chairman, EAC, AEPC

Largest B2B Apparel Fair • 400 Exhibitors • 1000 Buyers from 70 Countries

Register on www.indiaapparelfair.com

Invitation Sent to Buying Agents Inviting them to visit 57th IIGF

6. Guidelines for Sponsorship and procedure adopted for selection of buyers for 57th IIGF

- The scheme will be on the basis of invitation to Apparels & fashion accessories buyers only.
- The names of the buyers can be recommended by India mission abroad, buying agents in India and abroad, database available from Dun & Bradstreet, IIGF database, Database from various fairs organized by Council & BSMS.
- The request so received for buyers shall be decided by a Screening Committee, on the basis of following point system:-

Points Criteria	Number of Points
Traditional Markets (North America & Europe)	2
Non Traditional Markets	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

Offering	Buyer Scheme in 57th IIGF
Hotel Accommodation for 3 nights stay	Traditional Countries - Point-2 OR Non Traditional Countries - Points-2 Apparel- 2 OR Accessories-1 Turnover above 1 Mn US\$ -2Mn US\$- Point 1 Turnover above 2Mn US\$-3Mn US\$-Points-2 Qualifier – Buyer achieving 4 Points and above
Economy class airfare	Traditional Countries - Point-2 OR Non Traditional Countries - Points-2 Apparel- 2 OR Accessories-1 Turnover above 1 Mn US\$ -2Mn US\$- Point 1 Turnover above 2 Mn US\$ -3Mn US\$ - Points 2 Turnover above 3 Mn US\$ above- Points 3 Qualifier – Buyer achieving 6 Points and above



IIGF Installation



Buyers' at 57th IIGF

- Minimum 6 points shall be the criteria 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 which have never visited our IIGF/TTI.
- Airfare would also be given to new buyers coming from big/reputed chain stores having more than 15 outlets. Maximum of two buyers from each division / brand shall be offered airfare and hotel. There would be no check of turnover in any edition of the IIGF/TTI.
- Hotel stay for 3 nights and airfare (individual or combination) is the maximum which can be offered to the buyers.
- 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.
- In case of existing buyer application, exporter verification is must, either by call or email.
- Buyer with less than 4 points shall not be eligible for any benefit under this scheme.
- The buyers have to record their physical attendance for 3 days in the Fair Secretariat at Pragati Maidan.
- Buyers visited in earlier editions of IIGF/TTI may also be considered for hotel accommodation, restricted to 57th IIGF. However, for next edition this will be reviewed by Chairman, AEPC.
- Airfare to be offered to First time buyer (Not company) who have never visited in any earlier edition of IIGF/TTI, Chain stores, delegates nominated by the embassies subject to fulfilling the criteria so approved.
- Delegations invited by Chairman, AEPC – Airfare and hotel would be provided to those buyers and there will no criteria for these buyers.
- Airfare to the buyers should be released through RTGS as per RBI guidelines.
- The buyers who are given sponsorship shall fill a response form and a buyers questionnaire duly signed given by the Fair Secretariat.
- Self certification of the Turnover document of the company will not be accepted.
- To verify the annual turnover mentioned by the buyer in his or her nomination form, either of the following documents are acceptable by the buyer screening committee:-
 1. CA Certificate confirming the annual turnover of the Buyer for Apparel/Accessories during the FY 2013 -14 & 2014-15
 2. CA Certified Profit & Loss statement for the FY 2013 -14 & 2014-15
 3. Income Tax returns of the company for FY 2013 -14 & 2014-15
 4. Turnover during 2013 -14 & 2014-15 available on company's website for Public Limited Company.
 5. In case of Chain Stores, list of stores would be acceptable.



Glimpses of Fashion Show of 57th IIGF

- The BPS will close 10 days prior to the start date of fair i.e. 8th July 2016.

The Buyers Screening Committee for 57th IIGF is as follows:-

- Mr. Amit Goyal, Member
- Mr. Pritam Goel, Member
- Mr. Rishi Rajani, Member
- Mr. Vivek Khandelwal, Member
- Mr. Mohan Sadhwani, Member

The final approval for screening of buyers is being given by Mr. Lalit Thukral, VC(EAC), AEPC.

Screening Process

1. Once entire application is ready for screen from Sr. Manager (F&E) and Manager, IGFA end, he/she will propose screening date one day in advance only by email.
2. The forms would then be scrutinized by Director (F&E). At least 2 members need to be physically present. The approval of other members will be sought by email.
3. Short listed Buyers list will be emailed to Vice Chairman (EAC), AEPC in Excel format containing Buyer name, Company name, details of points accumulated and the scheme under which benefit is proposed; for final approval.



Glimpse of Fashion Show of 57th IIGF



Glimpses of Fashion Show of 57th IIGF

Chairman, AEPC reviewed the Buyers Promotion Scheme sometimes in the month of June, '2016 and had approved the following amendments are proposed in the existing buyer scheme for 57th IIGF:

1. An existing chain stores, hyper marts, departmental stores will be offered Airfare & Hotel subject to screening. Maximum 2 persons from same department shall be offered the airfare and persons from different departments shall also be offered for the same chain store. e.g. Natura Spain has different brands like Zabriskie Studio and Kirawira who buy independently can be offered airfare and hotel.
2. An importer/buyer who has visited IIGF before and has been offered airfare can be entitled for airfare subject to screening, if he has visited atleast 3 editions out of 4 editions between 53rd, 54th 55th and 56th edition of IIGF and not been conferred airfare. This loyalty programme will be for this edition only.

7. Fashion Shows

Fashion shows were held twice on all three days of the fair (one in the morning and one in the evening). There were 17 exhibitors (130 outfits) who presented their collections in fashion show. The collections were being displayed by 18 female national and international models. The exhibitors presented different collections all three days which created lot of interest in audience.



Glimpse of Fashion Show of 57th IIGF



Sh. Ajay Tamta, Hon'ble Minister of State for Textiles, giving away the Best Display Awards to the participants during 57th IIGF in the presence of Sh. HKL Magu, Vice Chairman, AEPC & Sh. Lalit Thukral, VC (EAC)

This list of Fashion show participants are given below:-

S.NO.	NAME OF THE EXPORTERS	NO. OF OUTFITS
1.	J. D. APPARELS PVT. LTD.	6
2.	360 CLOTHING	8
3.	FABRICS TRADES	6
4.	RIVETERS OVERSEAS	6
5.	RAMESHWAR TEXTILE MILLS LTD.	6
6.	ROMANA ART	6
7.	TARSHA EXPORTS	6
8.	AHUJA OVERSEAS	8
9.	SILVER APPARELS	12
10.	MAHARANA OF INDIA	12
11.	ANCIENT CRAFT	6
12.	TRUE FASHION	6
13.	MEHTANI GARMENTS	6
14.	UNITED ENGINEERING INDUSTRIES	6
15.	MAJESTIC APPAREL	12
16.	BITTOO OVERSEAS	12
17.	AFFORDABLE EXPORTS	6
	TOTAL	130





Sh. Ajay Tamta, Hon'ble Minister of State for Textiles, giving away the Best Display Awards to the participants during 57th IIGF in the presence of Sh. HKL Magu, Vice Chairman, AEPC & Sh. Lalit Thukral, VC (EAC)

8. Best Display Awards

1. In order to encourage participants to display their collection in an innovative and beautiful manner, "BEST DISPLAY AWARDS" was given to the participants of 57th IIGF. Mr. Sunil Sethi, President, FDCI, Mrs. Renu Sharma, Promoter B & S Foundation (Beti & Shiksha) and Ms. Parul Budhkar, Associate Editor, Fashion One-o-One.in (Dainik Bhaskar Group) were the Jury, who selected the best-displayed stalls. Appended are the criteria/guidelines towards selection of 'Best Displayed' Stalls:-

- | | |
|--|-----------|
| • Overall use of space | 30 Points |
| • Thematic Display | 20 Points |
| • Innovative use of space | 20 Points |
| • Originality of Display | 20 Points |
| • Interplay between products & display | 10 Points |



Sh. Ajay Tamta, Hon'ble Minister of State for Textiles, giving away the Best Display Awards to the participants during 57th IIGF in the presence of Sh. HKL Magu, Vice Chairman, AEPC & Sh. Lalit Thukral, VC (EAC)



Glimpses of 57th IIGF

The awards were given by Shri Ajay Tamta, Hon'ble Minister of State for Textiles in the presence of Sh. H.K.L. Magu, Vice Chairman, AEPC, Sh. Ram Singh, IPS, Secretary General, AEPC and Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.

During 57th IIGF, following Trophies and Mementos were given to the following participants:-

S. No	Name of the Company	Category	Hall & Stall No.	Position/Trophy/Certificate of Merit
1	Tushar Handworks Pvt. Ltd.	9sqm/12sqm/18sqm	12 /38	Ist, Golden Trophy
2	Craft Home	9sqm/12sqm/18sqm	9 /26	IIInd, Silver Trophy
3	Sandhya Overseas	9sqm/12sqm/18sqm	11 /31	IIIrd, Bronze Trophy
4	Dilip Babu Textiles Pvt. Ltd.	24 to 36 sqm	10 /37	I st , Golden Trophy
5	Pacific Garments Pvt. Ltd.	24 to 36 sqm	12A /69	IIInd, Silver Trophy
6	Mariko Plus Pvt. Ltd	24 to 36 sqm	12/ 32	IIIrd, Bronze Trophy
7	Shah Originals	Above 36 sqm	11/ 41	Ist, Golden Trophy
8	Antak Agencies International	Above 36 sqm	9/ 7	IIInd, Silver Trophy
9	Maharana of India	Above 36 sqm	12/ 5	IIIrd, Bronze Trophy

In addition to the above Jury members felt that a special appreciation award to be given to Shringaar Exports Pvt. Ltd. at Stall no. 17 at Hall No. 11.



Glimpses of 57th IIGF



Sh. Ram Singh, IPS, Presenting bouquet to Padma Bhusan Shushri UMA Sharma at the Cultural Evening organised for the visiting buyers during 57th IIGF



Sh. Lalit Thukral, VC(EAC) Presenting a Shawl to Padma Bhusan Shushri UMA Sharma at the Cultural Evening organised for the visiting buyers during 57th IIGF

9. Cultural Evening

A cultural evening was organized on 19.7.2016 at Hotel Le Meridien for the visiting buyers of 57th IIGF. During the cultural evening, Kathak dance was performed by Padma Bhusan Sushri Uma Sharma and her troupe. The visiting buyers was overwhelmed by the dance performance and they thoroughly enjoyed the evening.

10. Feedback of Buyers

The gist of some of the buyers' feedback is as follows:-

- This year the fair is better organized and bigger than last year's. it has exceeded our expectation.
- It is a Good Experience to get to know Indian Market.
- Fair is improving edition after edition. It is a pleasure to see such beautiful garments and so candid people.
- Your Hospitality makes easier the development of business with India, which is increasing year by year. Thanks!!`
- There should be more suppliers of Men Products.
- Clean bathroom at the fair and more regular shuttles at the fair ground.



Kathak Performance at Cultural Evening organised for the visiting buyers during 57th IIGF



Buyers Transacting Business During 57th IIGF

11. Feedback of Exhibitors

The gist of some of the Participant's feedback is as follows:-

- It was a very well organized show.
- More quality buyers need to be invited in the fair.
- Toilet conditions in the Pragati Maidan needs to be improved.
- It was excellent experience.
- The fair is well organized. Request you all to keep same venue.
- It was a tremendous experience while love to participate again with AEPC organization.
- To improve shuttle & parking services.

12. Analysis of Exhibitors Responses

All 408 exhibitors participated in the 57th IIGF provided with a response sheet (copy of the Response Sheet is attached at Annex – II) for giving their valuable suggestions about the fair. The analyses of the feedback received from the participants are given below:-

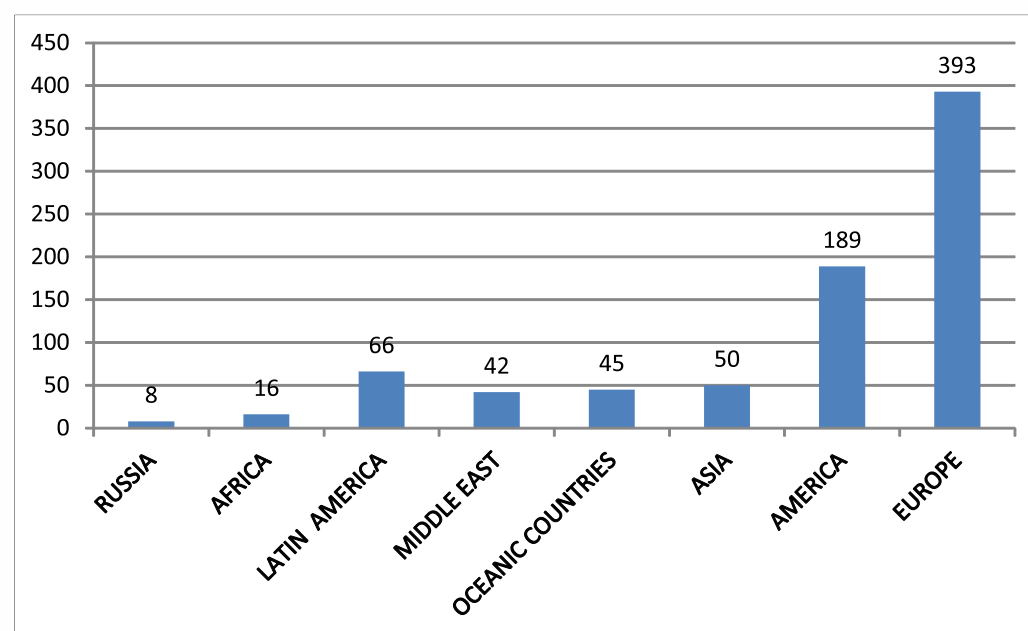
Particulars	Average	Satisfactory	Good	Very Good	Total
Present Level of Fair	130	106	148	23	405
Fair Secretariat Service	79	147	159	19	402
Stall Construction & Service	86	137	156	20	399
Toilets & Maintenance	155	129	99	20	403
Cafeteria	109	143	126	17	401
General Facilities	109	146	125	23	403
General Ambience	76	142	163	21	402
Objective	<i>Introduction of items</i>	<i>Foster business relation</i>	<i>Seek New Business Contacts</i>	<i>Others</i>	
No. of Participants	115	153	259	10	
Achievement of Objective	25%	50%	75%	100%	
No. of Participants	139	130	32	4	

18. Analysis of Exhibitors Response – Percentage Wise

S. No.	Particulars	Average	Satisfactory	Good	Very Good	Total
1	The Present Level of Fair	32.1	26.2	36.0	5.7	100
2	Fair Secretariat Services	19.7	36.6	39.1	4.7	100
3	Stall Construction And Services	21.6	34.3	39.1	5.0	100
4	Toilets/Maintenance	38.5	32.0	24.6	5.0	100
5	Cafeteria	28.7	35.7	31.4	4.2	100
6	General Facilities	27.0	36.2	31.0	5.7	100
7	General Ambience	18.9	35.3	40.5	5.2	100

The major continents where the participants are exporting their products are as follows:-

Countries	No. of Participants
RUSSIA	8
AFRICA	16
LATIN AMERICA	66
MIDDLE EAST	42
OCEANIC COUNTRIES	45
ASIA	50
AMERICA	189
EUROPE	393



The details of participants who are incorporating sustainable Practices in their business are as follows:-

S.No.	Particulars	No. of Participants
01.	Material Health	60
02.	Material Resue	53
03.	Renewable Energy	31
04.	Water Stewardship	30
05.	Scoial Fairness	108

The details of the “Made in India”merchandise in resepct of the raw material, technology, design and skill are as follows:-

S.No-	Particulars	No. of Participants
01.	100%	139
02.	80-99%	93
03.	60-79%	36
04	Less than 60%	12



Buyers at 57th IIGF

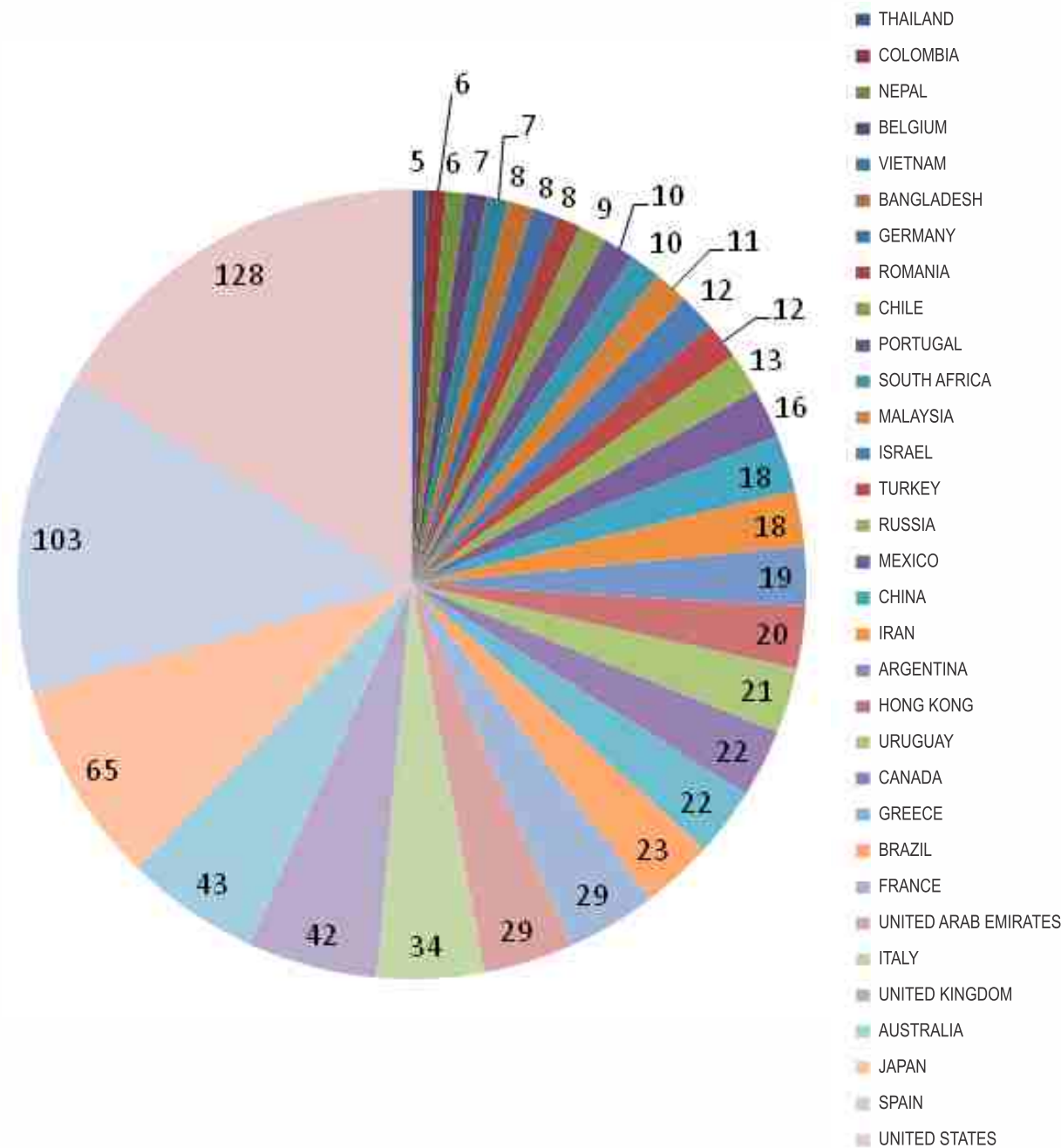


ANNEXURE I

Country-wise Number of Buyers who Attended the 57th India International Garment Fair (18 – 20 July, 2016) Held at Pragati Maidan, New Delhi

S. NO.	COUNTRY	TOTAL BUYERS
1	ARGENTINA	19
2	ARMENIA	2
3	AUSTRALIA	43
4	AUSTRIA	3
5	BANGLADESH	8
6	BELGIUM	7
7	BRAZIL	23
8	BULGARIA	2
9	CANADA	22
10	CHILE	9
11	CHINA	18
12	COLOMBIA	6
13	CROATIA	2
14	DENMARK	1
15	FINLAND	3
16	FRANCE	29
17	GERMANY	8
18	GHANA	1
19	GREECE	22
20	HONG KONG	20
21	HUNGARY	2
22	ICELAND	1
23	INDONESIA	1
24	IRAN	18
25	ISRAEL	12
26	ITALY	34
27	JAPAN	65
28	KENYA	3
29	KUWAIT	3
30	LATVIA	1
31	LIBYA	1
32	LITHUANIA	4
33	MALAYSIA	11
34	MALTA	2
35	MAURITIUS	4
36	MEXICO	16
37	NEPAL	6
38	NETHERLANDS	2
39	NETHERLANDS ANTILLES	2
40	NEW ZEALAND	2
41	PAKISTAN	2
42	PARAGUAY	2
43	POLAND	4
44	PORTUGAL	10
45	ROMANIA	8
46	RUSSIA	13
47	SAUDI ARABIA	4
48	SERBIA	2
49	SINGAPORE	4
50	SLOVAK REPUBLIC	1
51	SLOVENIA	2
52	SOUTH AFRICA	10
53	SPAIN	103
54	SRI LANKA	4
55	SUDAN	1
56	SWAZILAND	2
57	SWITZERLAND	4
58	THAILAND	5
59	TURKEY	12
60	UGANDA	1
61	UKRAINE	2
62	UNITED ARAB EMIRATES	29
63	UNITED KINGDOM	42
64	UNITED STATES	128
65	URUGUAY	21
66	UZBEKISTAN	1
67	VIETNAM	7
TOTAL BUYERS		862

Country-wise Buyers Details (Atleast 5 buyers)





ANNEXURE II

57th India International Garment Fair
18 – 20 July, 2016, 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)

6. Please indicate your experience with empanelled vendor:

01.	Name of your Empanelled vendor with whom you have taken the services				
02.	Items you have hired from the vendor				
03.	Your views about the quality	Satisfactory	Good	Very Good	Excellent
04.	Your views about the price	Reasonable	High	Very high	Exorbitant

7. 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)	

8. Have your objective been achieved (Please ✓)

25%	50%	75%	100%
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9. 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	

10. Details of enquiries received:

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

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

12. How are you incorporating Sustainable practices in your business? (Please ✓)

Material Health	Material Reuse	Renewable energy	Water Stewardship	Social Fairness
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13. Do you company qualify as a start up venture/brand? Which of the following criteria do you qualify under? (Please ✓)

- a. Does your business aim to develop and commercialize a new product or service or process or a significantly improved existing product or service or process
- b. Is your business an entity, incorporated or registered in India not prior to five years, with annual turnover not exceeding INR 25 crore in any preceding financial year (not formed by splitting up, or reconstruction, of a business already in existence)

14. How 'Made in India 'is your merchandise? How much of the raw material, technology, design and skill in your 'Most Indian' merchandise is Indian? (Approximate %) (Please ✓)

100%	80 – 99%	60 – 79%	Less than 60%
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15. How would you rate the signage's/ directional panels at the venue:

Average	Satisfactory	Good	Very Good
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16. The next fair i.e. will be held from 18 -20 January, 2017 for Autumn/Winter Collections.

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

14. General

Please indicate your views about the overall organization of the 57th India International Garment Fair , your suggestions for further improvement:

Signature _____

Date _____

Name _____

(Kindly submit the form duly filled to the respective Hall Co-ordinators on 20th July, 2016)

12. Supervision and Co-ordination

The 57th India International Garment Fair was organized under the supervision of Shri Ashok G Rajani, Chairman, AEPC, Shri Ram Singh, IPS, Secretary General, AEPC & Sh. Lalit Thukral, Vice Chairman (EAC), AEPC.

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

1. **Sh. Premal Udani**, Member, IGFA Society
2. **Shri Virender Uppal**, Member, IGFA Society
3. **Sh. Amit Goyal**, Member, IGFA Society
4. **Sh. Lalit Gulati**, Member, IGFA Society
5. **Sh. Vinod Dhawan**, President, AEMA & Member, IGFA Society
6. **Sh. Pritam Goel**, President, GEA & Member, IGFA Society
7. **Sh. H.K.L. Magu**, Member, IGFA Society
8. **Sh. Narendra Goenka**, Member, IGFA Society
9. **Sh. Rishi Rajani**, Member, EAC
10. **Sh. Mohan Sadhwani**, Member, IGFA Society
11. **Sh. Sudhir Sekhri**, Member, IGFA Society
12. **Sh. Vivek Khandelwal**, President, GEAR & Member, IGFA Society
13. **Sh. Rahul Mehta**, President, CMAI & Member, IGFA Society
14. **Sh. Vijay Mathur**, ASG, AEPC
15. **Sh. Rajiv Bhatnagar**, Director, AEPC



Shri Ajay Tamta, Hon'ble Minister of State for Textiles and other Dignitaries at the Inauguration Function of 57th IIGF



A Glimpse of Fashion Show of 57th IIGF



Glimpses of 57th IIGF

Glimpses of 57th IIGF