

We are pleased to inform that Apparel Export Promotion Council (AEPC) & Wool & Woollens Export Promotion Council (W&WEPC) is organizing INDIA PAVILION in “PURE LONDON FAIR IN PURE ORIGIN SECTION” to be held at Kensington Olympia, London, United Kingdom from 10<sup>th</sup> to 12<sup>th</sup> February, 2019 under Market Access Initiative (MAI) Scheme of Ministry of Commerce & Industry, Government of India.

## Apparel Industry of UK

UK is one of the most important export destination for woollen blended products and readymade garments for India because of growing importance of UK as an independent sourcing region after Brexit (withdrawal of the United Kingdom from the European Union in June, 2016). UK is our third largest destination with important brands/retailers based out of UK.

India exports garments of worth US\$ 1226.1 million to UK, which accounts for 5.5% share in United Kingdom’s total garment imports. India’s garment export to UK is depicted below.

		<i>2015</i>	<i>2016</i>	<i>2017</i>
UK's RMG Imports	<i>From World</i>	26530.20	24516.80	22233.40
	<i>From India</i>	1852.70	1595.80	1226.10
	<i>Our Share (%)</i>	7.00	6.50	5.50

\*Source: UNComTrade,2018

## About Pure London Fair, UK

“Pure Origin” uniting manufacturers and buyers in London’s busiest fashion trade hub. Pure Origin is a part of Pure London Fair and is in the sourcing section of the Fair. Pure origin is the gateway for International manufacturers to break into the UK market. A market with strongest presence, within Europe, of multiple retailers and department stores that develop their own label ranges. Pure Origin will also be seen by brands as the ultimate destination to source new manufacturers.

Held in the heart of London alongside Pure London and Pure Man, Pure Origin will bring together all aspects of fashion sourcing and manufacturing under one spectacular roof. No need for travel to multiple destinations to find the people and products you need for great business. A curated selection of International manufactures, Textiles producers and while labels to showcase to a captive audience of premium UK and Global Buyers and Brands. For more details visit: <https://www.purelondon.com/>

## Key Benefits

- A convenient and cost effective way for buyers to meet with UK and International manufacturers.
- Pure Origin takes place next to the biggest UK fashion trade show, giving the opportunity to manufacturers to meet not only the best retailers but also UK and International brands.
- The UK retail market has the strongest presence of retailers, branded collections and industry growth within Europe.
- Taking place alongside the well-established “Pure London”.
- A stunning Central London Location uniting brands, retailers and manufactures in one place

**Participation Charges:**

Particulars	Participation charges with MAI grant (Rs.)
Participation charges of 9 sq mtr booth	Rs. 2.55 lakhs

The cost of the stall together with entire promotional expenses for 9 SQM booth (Approx.) is costing WWEPC is Rs. 4.70 Lakhs, after taking in to consideration the MAI assistance and Council's contribution, we are pleased to offer a booth of 9 sq m at Rs.2.55 lakhs

The Council has sent proposal to Dept. of Commerce for sanction of grant on account of airfare (economy class). According, Partner/Director/Proprietor of participating firm/co. is eligible for reimbursement of airfare subject to ceiling of Rs. 70,000/- under MAI Guidelines. For detailed MAI guidelines, please visit our website: <http://www.wwepcindia.com/>

Interested members are requested to kindly send us their confirmation as per the Registration Form enclosed along with **participation fee of Rs. 2,55,000/-**. The payment may be made by **Demand Draft/NEFT/RTGS** in the name of **Wool & Woollens Export Promotion Council payable at New Delhi**. It may be informed that we have limited stalls and preference will be given on the basis of **first-cum-first- served basis** and on receipt of full participation fee.

**Details for RTGS/NEFT Payment:**

Name	<b>WOOL &amp; WOOLLENS EXPORT PROMOTION COUNCIL</b>
Account No.	<b>4821000100001243</b>
Account Type	<b>SAVING ACCOUNT</b>
IFSC Code	<b>PUNB0482100</b>

Bank & Branch

**PUNJAB NATIONAL BANK, MSME BRANCH, NEW DELHI HOUSE,  
BARAKHAMBA ROAD, NEW DELHI.**

In case of any further details/queries, you may contact WVEPC.