APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/REG/EP/BSM-London-2026
October 23, 2026

CIRCULAR

AEPC ORGANIZES BUYER-SELLER-MEET (BSM) AT
London (United Kingdom) on 25 and 26 January, 2027

Dear Member,

Apparel Export Promotion Council has been organizing Buyer – Seller Meet (BSM) in various European markets since the year 2008. In order to explore new markets in Europe, AEPC has proposed to organize a Buyers-Seller-Meet at London (United Kingdom) on 25th and 26th January, 2027.

1. Schedule of the BSM:

Buyer-Seller-Meet (BSM) has been arranged at UK on the following dates:

Venue / City	Dates	Days
One Marylebone, 1 Marylebone Road, London NW1 4AQ, United Kingdom	Set up Days: 24th January, 2027 BSM Days: 25 -26 January, 2027	(Sunday) (Monday & Tuesday)

2. Why you should exhibit in UK?
The United Kingdom remains one of the most important markets for Indian apparel exports. UK is the 2nd largest export destination for the Indian apparel industry, accounting for around 10% share of India's apparel exports. After implementation of India UK CETA, it is absolutely necessary to participate in the London fair in UK to take advantage of duty free access favourable rule of origin and level playing field vis-à-vis Bangladesh & Vietnam offered by India-UK CETA. Being an already established market, India needs only to deepen market access by capitalizing on the Zero-Duty Access to a Centralized, High-Volume Retail Market by showcasing India's Sustainable Manufacturing Capabilities.

The BSM will facilitate engagement with some famous UK brands such as :

Superdry	**Seasalt Cornwall**	**AllSaints**	**Crew Clothing Company**	**Harvey Nicholas**
Liberty	**Fenwick**	**Frasers group**	**Hobbs**	**Monsoon**
Doorthy Perking	**Burberry**	**Paul Smith**	**F&T (Tesco)**	**T U Clothing**
George	**Barbour**	**Boden**	**FatFace**	**White Stuff**

and some continental European-founded brands such as Zara, Mango, etc.

In addition to that, the following UK fashion and trade organizations are going to be there at the event. ,

- British Fashion Council
- London Chamber of Commerce and Industry (LCCI)
- UK Fashion & Textiles
- Associated Independent Stores (AIS)
- Association of Suppliers to the British Clothing Industry (ASBCI)

The main items of exports to UK are Babies' garments and clothing accessories of cotton, knitted or crocheted; T-shirts, singlets and other vests of cotton, knitted or crocheted; Women's or girls' dresses of cotton; Women's or girls' dresses of synthetic fibres.

3. **Participation Charges:** ***The participation charges are as follows:***

Particulars	**Participation charges (Rs.)**
Cost per booth of (size: 9 sq.mt.)	***Rs. 3,25,000/-**
Cost of per booth with Early Bird Discount of Rs. 15,000/- (If payment is made on or before 15th November,2026)	**Rs. 3,10,000/-**
The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.	

- Participation charges for exhibitors having less than 6 months old RCMC is Rs. 5.50 lacs per booth (9sq. mtr. Size) with early bird discount of Rs. 20,000/-till 15.11.2026 thereafter the cost would be Rs. 5.70 lacs
- The last date for submission of application with payment is 30.11.2026

*Note: The participation charges are based on the presumption that MAS/MAI support will be extended to AEPC by the Government. In case of non-availability of MAS benefit, the additional charges may be recoverable.

Interested members are advised to confirm their participation at the earliest by submitting the application form along with the participation charges to secure their booth space.

4. The guidelines relating to the financial Assistance under the Market Access Support (MAS) Schemes of Export Promotion Mission (EPM) of the Central Government are available on https://www.trade.gov.in/pages/Market-access-Support and is currently available on the link (https://content.trade.gov.in/EPM-Scheme-Guidelines/Guidelines-for-Support-for-Market-Access-under-the-Export-Promotion-Mission.pdf). **Members are further informed to read them carefully and check their eligibility.**

5. Payment Mode:

a. Payment can be made through NEFT/RTGS to the following account:
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000007320
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA,GURUGRAM – 122003.

b. Payment can alternatively be made through Demand Draft or Pay Order in favour of "Apparel Export Promotion Council" payable at Gurugram or New Delhi. The DD/PAYORDER may be sent to Mr. S.Hari Krishnan, Sr. Director (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India) Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244.

NOTE:

a) No cheque payment will be accepted.

b) Please ensure to share the UTR Details in case of online payment, failing which your participation would not be considered even if payment is already made.

6. Facilities provided in the fair:

In the above-mentioned participation charges, the Council shall be providing facilities of overseas publicity, inland publicity, publicity through LinkedIn, Social Media, Email campaigns and signage's, banners standees and space allocation in the priority area of "Buyer Seller Meet at London, UK".

- **Stall Package: (Items provided in 9m2 Garment Stall)**

(a) Name Fascia
(b) Carpet
(c) Power point
(d) 3 Hangers Rails
(e) Basic Lightings
(f) 1 Table & 2 chairs
(g) Waste Bin
(h) Tea/Coffee on set-up and BSM Days
(i) Lunch on BSM Days only
(j) Wi- Fi on set-up and BSM Days

7. Guidelines for allotment of the booths:

1. All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot.
2. No change in the booths, once allotted would be entertained under any circumstances.
3. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
4. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

8. Waitlist:

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 necessary visa to enter UK. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

09. Cancellation charges:

Terms & conditions for withdrawal will be as follows:
- Rs. 25,000/- charges will be forfeited if the exporter withdraws before the Draw of Lot.

- 100% forfeiture after Draw of Lot.

10. Application Form

The application form (with annexure-I) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website **www.aepcindia.com**
Interested members may also apply using following link:
https://aepcindia.com/exhibitor-registration/

For seeking more details, please contact:

1. Mr. S. Hari Krishnan, Sr. Director, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugaram -122 003 (Haryana) India Tel:+91 0124-2708108 (D) Mobile No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mr. Sudhir Dahiya, Deputy Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India Tel : +91 124 2708144 (D), Mobile No : +91 9911143988 / Email : sdahiya@aepcindia.com

You are requested to kindly send duly filled in application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of **"APPAREL EXPORT PROMOTION COUNCIL" GURUGRAM**.

Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Kolkata, Tirupur, Chennai and Bangalore may deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurugram office.

By making payment towards the participation, the participants hereby undertake to comply with all applicable laws, rules, and regulations governing their participation in the BSM, as well as the laws of the host country. Participants shall be solely responsible for their actions and omissions, and shall indemnify and hold harmless the Apparel Export Promotion Council (AEPC) against any claims, damages, or liabilities arising from their participation in the BSM.

The exporters must ensure to submit Feedback Form duly filled in to the AEPC representative on the last date of the BSM at the venue failing which airfare reimbursement of the exporter will not be considered.

Yours Sincerely

Mithileshwar Thakur
Secretary General

Enclosure: Application Form

Disclaimer: *AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.*