



# WOOL & WOOLLENS EXPORT PROMOTION COUNCIL (MINISTRY OF TEXTILES, GOVT. OF INDIA)

No. HONG-KONG/AM.3/2025/

12<sup>th</sup> November, 2025

Greetings from WWEPC!!

Dear Member,

WWEPC invite applications for participation in **HK Fashion InStyle 2026**, one of Asia's premier fashion trade events to be held from **Mon, 27<sup>th</sup> April to Thu, 30<sup>th</sup> April, 2026**, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong (Harbour Road Entrance) with the objective of promoting exports of Indian woollen, apparel and fashion products in the global market.

Organised by the **Hong Kong Trade Development Council (HKTDC)**, Fashion InStyle is a powerful global platform for fashion and lifestyle brands, designers, labels and manufacturers to showcase their latest collections, innovations and sustainable solutions to a high-quality international audience.

## STRONG GLOBAL PRESENCE:

- 400+ Exhibitors from 22+ countries
- 11,000+ Buyers from 100+ countries. Top visitor countries/regions include Australia, Hong Kong, Japan, Korea, Mainland China, Malaysia, Philippines, Taiwan, and the USA.
- 1,03,159 unique online buyers visited related HKTDC platforms for integrated sourcing across apparel, gifts, home, printing & packaging sectors.

Hong Kong has long been recognised as one of the world's leading international business and trading hubs. Strategically located at the heart of Asia, it serves as a gateway to both Mainland China and global markets. For fashion and textile exporters, it provides **access to a vast buyer network, linkages with high-end fashion brands and proximity to global sourcing hubs** across Southeast Asia and beyond.

## FAIR SPOTLIGHTS:

<b>Urban Chic</b>	Turning the spotlight on today's fashionable apparel, from casual to formal
<b>Fashion Accessories</b>	Brings together bags, scarves and shawls in one eye-catching zone
<b>Designer Spotlight</b>	Gathering the brightest young designers, presenting garments and accessories which are innovative as well as commercial
<b>Materials Bazaar</b>	Highlight fabrics for apparel, fibres, lace/embroidery fabrics and yarn, including eco-yarn and eco-fabrics

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Website: <http://www.wwepcindia.com>

Regional Offices:

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## PARTICIPATION CHARGES

Standard Booth (9 SQM)	Rs. 5,30,000/- (US\$ 5880.00)
Early Bird Incentive	Rs. 85,000/-
Effective Participation Charges:	Rs. 4,45,000/-
<b>Booth Inclusions:</b> <ul style="list-style-type: none"><li>Please refer to the attached images for details of Garment Rail / Garment Hook / Accessories Booth (Display Shelf) setup.</li></ul> <b>Travel Incentive:</b> <ul style="list-style-type: none"><li>HK\$ 3,000 (approx. ₹32,000) will be reimbursed to each exhibitor after participation.</li></ul>	
PETIT Booth (6 SQM) – Please see attached image	Rs. 1,60,000/- (US\$ 1780.00)

Interested members are invited to submit their application in the attached format and remit the applicable participation charges to the bank account mentioned below on or before 31<sup>st</sup> December, 2025. Participation will be confirmed on a first-come, first-served basis, subject to receipt of full payment. Early confirmation is encouraged to secure your place at this premier international event.

Name	Wool & Woollens Export Promotion Council
Account No.	4821000100001243
Account Type	Saving Account
IFSC	PUNB0112000
Bank & Branch	Punjab National Bank, ECE House, Barakhamba Road, New Delhi-110001

For application & further details, please contact: +91-11-49538200, 7011107267, 9888219118, 9971614063, 9205060643. We look forward to your active participation and immediate confirmation.

With kind regards,

  
**SURESH THAKUR**  
**EXECUTIVE DIRECTOR**

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