



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

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

12th 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, 27th April to Thu, 30th 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:

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

Delhi: 614, Indra Prakash, 21, Barakhamba Road, New Delhi-110001, India - Tel: +91-11-23315512, 23315205, 49538200
Email: headoffice@wwepcindia.com/wwepc64@yahoo.com/info@wwepcindia.com

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

Regional Offices:

Ludhiana: F-497, Shaheed Bhagat Singh Nagar, Ludhiana-141013, Punjab, India - Tel: +91-161-2430842, 2560068
Email: wwepcindia@yahoo.com / ludhiana@wwepcindia.com

Mumbai: "Churchgate Chambers" 5, New Marine Lines, Mumbai-400020, Maharashtra, India- Tel: +91-22-22624680
Email: wwepcmumbai@yahoo.co.in / mumbai@wwepcindia.com



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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/-
Booth Inclusions: - Please refer to the attached images for details of Garment Rail / Garment Hook / Accessories Booth (Display Shelf) setup. Travel Incentive: - HK\$ 3,000 (approx. ₹32,000) will be reimbursed to each exhibitor after participation.	
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 31st 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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