



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

No. MAGIC/AM.3/2025/

29th October, 2025

INDIA PAVILION AT SOURCING AT MAGIC, USA - FEBRUARY, 2026

Dear Member,

Greetings from WWEPC!!

WWEPC is organizing "India Pavilion at **Sourcing at MAGIC**," scheduled from **17-19 February, 2026** at Las Vegas Convention Centre (South Hall), USA.

MAGIC is North America's largest Apparel & Accessories Trade Show, connecting 70% of the U.S. buying and selling community. The U.S. is one of the largest markets for apparel and textiles and India is a key supplier, offering high-quality products, skilled craftsmanship and sustainable fashion solutions. This event presents a valuable opportunity to showcase your products to top U.S. buyers, wholesalers, and private label brands, expanding your global reach.

Sourcing at MAGIC is an international business platform that brings together manufacturers and suppliers from over 65 countries, offering a one-stop sourcing solution for the entire apparel and textile supply chain. The event is held alongside MAGIC, PROJECT LAS VEGAS and MAGIC MENS/WOMENS, ensuring maximum footfall from a diverse range of industry professionals. The February 2025 edition of Sourcing at MAGIC featured over 1,270 exhibitors, including 125+ from India, alongside companies from China, Pakistan, Bangladesh, Mexico, Morocco, Egypt, Korea, Thailand, Taiwan and other key sourcing destinations. The event covers a broad range of product categories:

Apparel & Fashion:	Fashion Accessories:
Men's, Women's & Kidswear (ethnic, casual, formal)	Shawls, Scarves, Stoles, Wraps, Capes, Bags etc.
Sportswear & Activewear:	Home Textiles:
Leggings, Joggers, T-Shirts, Track Pants, Hoodies, Jerseys, Yoga & Athleisure, Thermals, UV-Protective Clothing etc.	Bedding, Curtains, Cushions, Table Linens, Carpets & Rugs
Sustainable Fashion:	Fabric, Materials, Trims & Packaging:
Organic, recycled and eco-friendly apparel.	Fabrics, Laces, Zippers, Buttons, Labels, Embroidery, Eco-Friendly Packaging

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
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PARTICIPATION CHARGES:

Standard Booth (9 sqm fully furnished):	INR 7,95,000/-
Booth Includes:	One Round Table, 3 Chairs, 16 Rods or 16 Shelves (1 meter each), Name Fascia, Carpet, 6 Track Light with Power, 4 Bottle Water per day, Dustbin, Laptop charging point, 150 Hangers

VISA SUPPORT:

Visa letters will be issued only to fully paid exhibitors with no cancellations. Additionally, exhibitors must provide an appointment letter from the U.S. Embassy, with the appointment scheduled at least 30 days before the show. However, preference will be given to participants holding a valid U.S. visa. Booths will be allocated on a first-come, first-served basis upon full payment. Interested members are requested to submit their application alongwith payment at the earliest.

Name:	WOOL & WOOLLENS EXPORT PROMOTION COUNCIL
Account No.	4821000100001243
Account Type:	SAVING ACCOUNT
IFSC Code	PUNB0112000
Bank & Branch:	PUNJAB NATIONAL BANK, ECE HOUSE, NEW DELHI.

For participation and further details, please contact us at: +911149538200, 7011107267, 9888219118, 9971614063. Members are invited to participate in this premier international sourcing event.

With kind regards,

SURESH THAKUR
EXECUTIVE DIRECTOR

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