

Dear Members,

The Magic Show, <https://www.magicfashionevents.com/en/events/magic-las-vegas/about.html>, taking place from February 13-15, 2024, at the Las Vegas Convention Centre, Las Vegas, Nevada, USA. MAGIC Las Vegas is the largest go-to showcase for the fashion industry, featuring largest selection of trend, young contemporary, modern sportswear, apparel, footwear, and accessories (e.g., home, gift, beauty products) brands in the industry.

USAID is offering ready-to-use booths after covering the costs of the booth space and the booth build-out. USAID is also supporting linkages through a U.S.-based Project-appointed Trade Promotion Service Provider (TPSP), which will introduce Southern African exhibitors to U.S. buyers to generate a high volume of quality deals that will translate into exports. Exhibitors are expected to cover their own flight, accommodation, visas, ground transport, and samples shipment costs.

Please find the link to the [application form](#) for completion. All applications should be submitted by **December 15, 2023**, at the latest. No late applications will be accepted.

Firm selection will be on a competitive basis by a Selection Committee. TPSPs are also encouraged to apply if they would like to make a cost contribution and play a role in selecting the firms from their constituencies. The final decision on the firms will be made by January 10, 2024.

Wishing you all the best in your application.

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