

16th January, 2023

CLE/HO/IMD/MAIS/IFLPS-Spain/2022-23

To.

The Members of CLE

Dear members,

Sub:- India Footwear and Leather Products Show, Madrid, Spain (February 27-28, 2023)

This is regarding the India Footwear and Leather Products Show (IF&LPS) scheduled to be held in Madrid, Spain on **27th and 28th February, 2023**, with funding support of Government of India under MAI Scheme.

Display Products

Indian exhibitors can display the following products:-

- a. Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children
- b. Leather Garments (Jackets, pants, motorbike jackets etc)
- c. Leather Goods & Accessories (Handbags, purses, belts, pouches, small leather goods etc)
- d. Leather Gloves (fashion, fancy, industrial)
- e. **Non-Leather Footwear** (Shoes, Sandals, Chappals) Ladies, Gents, Children
- f. Finished Leather

Participation Charges

Taking into account the overall expenditure with regard to venue cost, stand construction, marketing, publicity and promotion, event management charges, buyers mobilization etc., we are fixing a participation fee @ **Rs. 85,000/- (MAI subsidized fee)** and **Rs. 2.87 lakhs (un-subsidized fee)**. There will be an additional payment of Rs. 15,000/- for Corner booths. Each participating company will get a fully built up stand of 9 sq. mts. space with all required display accessories.

VISA:- Please also note participants will have to arrange the Visa on their own. However, CLE will arrange for the invitation letter to facilitate obtaining of visas by participants. Kindly note that non-issuance of Visa will not be considered as a valid ground for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.

Important guidelines for availing MAI funding support-

- (i) In order to ensure that the benefits of the Scheme reach a larger number of exporters, a maximum of three participations in a particular trade fair/exhibition would only be eligible for MAI assistance, i.e., members who have availed assistance three times (including past cases) for a particular fair or exhibition, thereafter have to participate in that fair on their own. **In the case of**

exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed.

(ii) MAI funding support will be provided to a member/participant company for a maximum of three MAI events in an year. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in the preceding year, 5 participations in a year is allowed, provided each one of these is in different market (e.9. Africa, LAC, WANA, ASEAN, etc).

MAI Air Fare Reimbursement:

Members who are eligible to participate at the MAIS- Subsidized Participation Fee are eligible to claim Airfare Reimbursement (economy excursion class) also with an upper ceiling of Rs. 75,000/-, subject to the Airfare Funding Approval by the Government for 2022-23 and compliance of the following Conditions:-

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| a. | <i>14 Days Advance notice to CLE (in the prescribed format)- excluding date of travel & receipt of application date.</i> |
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- b. *FOB Value in the preceding year between Rs 3 lakhs to Rs.50 Crores*
 - c. *Members to have completed 12 months of Membership and is regularly filing returns with the concerned EPC.*
 - d. *Person attending the fair – Regular Director / Partner / Proprietor OR ‘regular officer of the company on senior managerial position’*
 - e. *Restricted to Three times grant received under MDA/MAIS. In the case of exporters belonging to SC/ ST/ Women and the exporters having f.o.b. value of exports of or less than Rs.50 crore in a year, 5 participations in a particular event is allowed*
 - f. *Claim forms (with original boarding pass), duly filled in and complete in all respects must be submitted to CLE within 45 days of return to India.*
 - g. *Airfare reimbursement will not admissible to a foreign national*

For complete details about the revised MAI eligibility criteria, please refer the circular dated 4th August, 2021 issued by CLE.

The MAIS Intimation Application is enclosed herewith, which should be received by the Council by giving minimum 14 days Advance Notice excluding Date of Receipt of Application in the Council and Date of Departure from the country. The same will be considered subject to the Airfare Funding Approval by the Government for 2022-23 and compliance of the above Conditions.

CLE has engaged VERIFAIR as the Event Management Agency for conducting this show, including the task of mobilizing buyers. CLE has availed service of this Agency for conducting a similar show in Dubai on 13th & 14th December, 2022, which was a great success in terms of number of buyers visited and business outcome. 40 Indian companies have participated in that event and nearly 300 buyers and business visitors from 10 countries attended the two-day show. In the IF & LPS Spain also, we are expecting visit of approx 200 buyers. *The Marketing Agency has already started marketing and promotion of the event.*

Last date for confirming participation

Keeping in view all the above, interested members may please send the attached application forms, duly filled in, along with full participation fee, as written above, for a minimum sized built up booth of 9 sq.mtr. by NEFT/RTGS in favour of Council for Leather Exports **on or before Monday, the 23rd January, 2023.** **Members may please note that, MAI subsidy will be available for a limited number of companies and space will be allotted on 'First-Come-First-Served' basis, based on the receipt of participation fee in CLE's below given bank account:-**

Name of the Account Holder	Council for Leather Exports
Name of the Bank	Central Bank of India
SB Account No	3670310575
Re- Entered Account No	3670310575
IFSC Code	CBIN0283026
Branch	Industrial Finance Branch, Egmore, Chennai

It is pertinent to mention that, we are targeting to enlist a maximum number of 40 Indian exhibitors for this show, and as on today, 21 Indian companies have confirmed their participation.

With best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports