**No: CLE/EXH/Garda-June /2017 April 7, 2017**

**To
All Members**

**Council for Leather Exports**Dear Member,

**Sub: Inviting Participation in 88th Expo Riva Schuh Garda Fair, Italy June 10-13, 2017 from Existing & New Participants - Deadline April 20, 2017**

**About the Italian Market**

Italy’s import of leather and leather products has increased from US $ 9214.68 million in the year 2010-11 to US $ 11542.42 million in the year 2014-15, growing at a CAGR of 5.79%.    Out of the total import value of US$ 11542.42 million in the year 2014-15, import of footwear (both leather and non-leather) alone was US$ 5524.06 million, followed by finished leather (US $ 3279.34 million), leather goods (US$ 1464.12 million), footwear components (US$ 984.61 million) and leather garments (US$ 251.76 million).

On the other hand, India’s export of Leather & Leather Products to Italy increased from US$ 455.75 million in the year 2010-11 to US$ 504.28 million in the year 2014-15*, growing at a CAGR of 2.56%.*During 2015-16, the exports to Italy slightly declined to US$ 407.92 mn. Major item of export from India to Italy during the year 2015-16 was Finished Leather, with a value of US$ 129.10 million, followed by Footwear (US$ 142.16 million), Leather Goods (US$ 79.16 million) and Leather Garments (US$ 53.19 million)

**About the Fair**

As members would be kindly aware, the Expo Riva Schuh Garda Fair held bi-annually in Garda, Italy is a very popular international footwear fair in which substantial number of Indian companies participate. The CLE has been organizing Group Participation of Members in this fair for many years, and the size of our participation has been continuously increasing. Considering our member-companies repeated requests for allotment of more space, with effect from June 2012, the entire Hall A3 in the Garda Fair has been dedicated to CLE,.

As for the June 2016 edition of the fair, the Council is offering member-participants two types of stands for the upcoming June 10-13, 2017 edition too **i.e (A) Fully Built Up Stands OR (B) Bare Space.**

This Circular is requesting confirmation of participation in the June 10-13, 2017 edition of the Garda Fair from member-companies who participated in the January 2017 edition of the Fair ( i.e. the Existing Participants),  and also inviting members who wish to enlist as ‘New Participants’ to respond.*A deadline of****April 20, 2017****has been fixed for response from Member-Companies both Existing Participants and New Companies.*

It may be noted that the first preference for space allotment in the CLE pavilion in Hall A3 in the January 2017 edition of the Fair will be for existing participants.

**Existing Participants** are requested to kindly confirm their interest in participating in the coming edition of the Expo Riva Schuh Garda Fair June 10-13, 2017 by taking Built-up Stands(provided by CLE) **OR** by taking Bare Space.

Existing Participants who are interested to participate in the Expo Riva Schuh Fair, Garda June 2017 are requested to send the attached filled-in Application Form along with 100% of the Participation Fee **positively by April 20, 2017.***Else,  it will be construed that they are not interested in participating in the June 2017 Edition, and****the Booth will be allotted to New Companies who have enlisted to participate.***

**MAIS Grant Support –**

In order to support member manufacturers/exporters of footwear , who are predominantly from the SME sector, to take part in this specialized fair for Footwear in Europe, the Council had approached the Dept of Commerce to provide necessary funding support to organize participation in Expo Riva Schuh Garda Fair, January 2017 under the Market Access Initiative Scheme (MAIS).  The Council’s proposal for facilitation ofmembers’ participation in Expo Riva Schuh Fair , Italy June 2017 edition with funding under MAI scheme has been approved subject to the participation of atleast **45  MAI Grant eligible members** in the CLE Pavilion in the 88th Expo Riva Schuh Garda Fair.

It may be noted that the MAI Guidelines stipulate that MAI assistance would be given for only up to**3**participations in a Fair*.**Hence Participating Companies which have  already availed this facility 3 times in the past, will NOT be eligible to avail MAIS Grant and hence for the subsidized Participation Cost****.***The Council is organizing participation under MAI funding from June 2015 edition.

**Participation Fee -**

**Subsidized Participation Fee due to MAI Funding of Govt. of India -** The Cost of fully Built-up Stand in the June 2017 edition of the Expo Riva Schuh Garda Fair works out to ***Rs 23,400 per sq m*** or Rs 2,80,800 for a 12 sq m Built-up Booth.  However, as the June 2017 edition of the Expo Riva Schuh Garda Fair is being organized under*funding support from the Market Access Initiative Scheme (MAIS) of the Govt. of India, the* subsidized Participation Fee is**Rs.120,000**for a 12 sq meter Fully Built Up Stand and Subsidized Participation fee is **Rs.96,000** for 12 sq m of bare space.

**The MAI Participation Fee structure for the Fully Built up Stand & Bare Space is summarized in below Table:**

|  |  |
| --- | --- |
| **Subsidized  Fee :** **Built-Up Stand**Rs 10,000 per sq m up to 12 sq m &   Rs.23,400 per sq m for additional area | **Subsidized  Fee : Bare Space** Rs .     8,000 per sq m up to 12 [sq.mt](http://sq.mt/%22%20%5Ct%20%22_blank)  &                   .Rs. 12,750 per sq m for additional area  |

Those member companies have completed their participation under MAI funding more than three times (from June 2015) but   would like to participate are hereby requested to remit the participation charges as per the details given below:

|  |  |
| --- | --- |
| **Unsubsidized Fee : Built up Stand**Rs.23,400 per sq m | **Unsubsidized Fee: Bare Space**Rs.14,650 per sq m |

**Regarding MAI Support, Members may also kindly note the following:**

~~Ø~~Support under MAI scheme is**admissible only for a 12 sq mtr booth**to ensure equal availing of assistance under this scheme by all participants. MAIS Assistance cannot be availed by sister/group companies for the same fair.

Ø  In case additional booth is required for companies belonging from the same group, sister companies etc, the same will be allotted at the unsubsidized Participation Fee. In other words participation cost will be without funding support under MAI scheme.

Ø  Similarly, members wanting to have more than 12 sq mtr space will be required to pay additional space and construction cost which will be without funding support of MAI scheme.

Ø  According to the estimates, the space cost and stand construction cost per sq.mtr works out to Rs.23,400/-. Hence, MAIS-Eligible participants who desire to have Built up Booths larger than 12 sq.mtr have to remit Rs 120,000 as subsidized Participation Charges for 12 sq m booth and Rs.23,400/- per sq.m for additional space.

Ø  In the case of companies opting to take Bare Space the first 12 sq m will be at the Subsidized Cost of Rs 96,000 and Additional Area taken will be charged at the rate of Rs.12,750 per [sq.mt](http://sq.mt/%22%20%5Ct%20%22_blank)

Ø  The funding pattern under the MAI scheme is mainly to encourage New Companies’ participation in international fairs.

**New Participants -***Members who are interested to participate in the Expo Riva Schuh Fair, Garda January 2017 as ‘New Participants’ are requested to send the attached filled-in Application Form along with the  Participation Fee in Full, for a Fully Built up Booth only, with minimum-sized Stand of 12 sq m before***April 20, 2017.  *Also New Participants may note that the allotment of Booths is subject to availability.***

Members may also note that participants will have to arrange the Visa to Italy on their own.  However, CLE will arrange for the Invitation Letter from the fair organizer to facilitate obtaining of visas by participants. Those who require visa invitation letter from the fair organizer, please send us your company representative’s passport details in the suggested format given in the application on or before April 25, 2017.  *Kindly note that non-issuance of Visa will not be considered a valid ground for withdrawal subsequent to confirmation of participation.* Hence, withdrawal from participation after confirmation will not be allowed.

With Best Regards

Yours Sincerely

**R.Ramesh Kumar, IAS**

**Executive Director**

**Copy To: All CLE Regional & Extension Offices**