CLE/HO/IMD/Fashion Access-Dubai/2022 10th November, 2021

**To**

**The Members of CLE**

Dear Members,

Sub:- **Organizing group participation of members in the Fashion Access Fair, Dubai World Trade Centre (DWTC), Dubai during 30th March – 1st April, 2022 under MAI Scheme 2021-22**

**About Fashion Access Fair**

Since APLF will be relocated from Hong Kong to Dubai from 30 March- 1 April, 2022 in the Dubai World Trade Centre, Fashion Access will be organized as a part of this special APLF Dubai edition.

Fashion Access is a global showcase of Fall-Winter collections on bags, footwear, leathergoods, travelware, fashion accessories, leather garments by Original Equipment Manufacturers (OEM) & Original Design Manufacturers (ODM) as well as independent brands. International buyers of the mid to high-end fashion tier gather in Hong Kong to source, network and curate the future landscape of fashion.

**Venue:** Dubai World Trade Centre (DWTC)

**CLE Participation in the Fashion Access Fair (30 March – 1 April, 2022)**

Council for Leather Exports is proposing to organize an ‘India Pavilion’ at the Fashion Access Fair – March 2022 **under MAI funding**. The Council is offering Built-up Booths of Minimum Size 9 sq m at subsidized cost (un-subsidized fee will be charged on extra space), *which can be increased further in multiples of 3 Sq Meters, subject to availability*

**Participation Fee**

-          Subsidized Participation Fee for 9 Sq.mt Booth: Rs. 3,85,000/- per Participant  
-          Un- Subsidized Participation Fee for 9 Sq.mt Booth: Rs. 5,10,000/- per Participant

**Stand Allotment in Fashion Access Fair** - It may kindly be noted that Stands to individual participating companies are allocated by Fashion Access Fair organizer themselves, considering the size & dimensions of stands, Hall layout & other technical aspects. Hence, **Stand Allotments will not be done by the CLE in the Fashion Access Fair.**

**MAI funding Support:**

CLE is organizing participation of members in the fair with the funding support of Govt. of India under MAI Scheme and  funding support will be available for a maximum of 25 companies (those who are remitting participation fee to CLE first).  Members are also eligible to claim Airfare reimbursement with an upper ceiling of Rs. 75,000/- for this event, as per the MAI Guidelines.  
   
**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).

Members may note the above guidelines, while submitting their application for participation in this event, with MAI subsidized participation cost.

**Airfare re-imbursement**

Members may please note the following major guidelines, for availing airfare reimbursement-

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| *a.* | *14 Days Advance notice to CLE (in the prescribed format)- excluding date of travel & receipt of application date.* |
| *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 a ll 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 2021-22 and compliance of the above Conditions.   
    
**Visa :**

Members have to arrange Visa to Dubai on their own. Please 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.     
  
**Payment of participation fee :**

Keeping in view all the above, members those who are interested to participate in the upcoming edition of the Fashion Access Fair, Dubai, may remit the participation fee, as notified above, **to CLE’s below given bank account and inform us the UTR details latest by 30th November, 2021** so that we can confirm CLE’s space requirement to the fair organizer accordingly.

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| 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 may also please be noted that, MAI funding support would be available for a maximum number of 25 companies and participation (with subsidy) will be confirmed, on first-come-first-served basis, on the basis of receipt of full and final participation fee in CLE’s bank account, even though the given last date is 30th November, 2021.**

Accordingly, members may consider their participation in the upcoming Physical edition of the Fashion Access Fair, Dubai and confirm their participation to [ad-imdfairs@cleindia.com](mailto:ad-imdfairs@cleindia.com) by return mail, by sending the attached application form, duly filled-in.

With best regards,

R Selvam, IAS  
Executive Director  
Council for Leather Exports