CLE/HO/IMD/ILD-Germany2021-22 24th  November, 2021

To

**All Members of CLE**

Dear Sir,

Sub : **Inviting participation in India Leather Days, Offenbach, Germany, March 23-24, 2022**

We would like to inform you that as part of Annual Action Plan 2021-22, the Council is organizing the India Leather Days, Germany under the MAI assistance 2021-22, as under.

Date : March 23-24, 2022
Venue: Hall A2, Messe Offenbach Gmbh, OffenbachExhibit Profile: Leather Goods & Accessories including various kinds of

Gloves and Leather Garments.

**In the March, 2022 edition of the event, we are adding footwear also hence companies those who are interested to display footwear products can also participate in the event.**

**Germany’s Import Potential**

Germany is the second largest importer of footwear, leather and leather products in the world.

Germany has imported footwear, leather and leather products worth USD 14.74 billion during 2019-20. Germany’s major item of import was Footwear (USD 11.92 billion), followed by leather goods (USD 1.41 billion) and leather garments USD 318 million.

On the other hand, India has exported footwear, leather and leather products worth USD 608 million to Germany during 2019-20. India’s major item of export to Germany was Footwear (USD 280 million, followed by leather goods (USD 171 million) and leather garments USD 57 million.

**India is holding a share of 4.12% in the overall import by Germany during 2019-20.**

**Marketing and Buyer Outreach:**

As in the past editions, the Council will be availing the services of Messe Offenbach GmbH to coordinate the entire event and to undertake Marketing and Buyer outreach.

**Participation Fee :**

       Subsidized fee :  Rs 79,100/- per company.

       Non Subsidized fee : Rs. 2.00 lakhs per participating company, who are **not** eligible for claiming MAI funding support. *Please also note that, on the basis of MAI funding, CLE will be enlisting 50 companies (those who are paying participation fee first to CLE bank account) under subsidized rates and 10 more companies will be enlisted by charging un-subsidized participation fee @ Rs.2.00 lakh per participant*. Which means, 50 companies those who are paying first will be eligible for subsidized rate @ Rs. 79,100/- AND balance 10 companies will be enlisted by collecting unsubsidized fee @ Rs. 2.00 lakh.

**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 with upper ceiling @ Rs. 75,000.00

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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.

**Product Display:**

Each company will be provided a 9 sq.mtr stand with the display accessories as per their product of display.

**Last Date**: Members interested are requested to confirm their participation by remitting the participation fee to the below given CLE’s bank account  **on or before 10th December, 2021.**Members may please note that allotment of stands (under subsidy) to individual participants will be made on *First Come First Served basis, even though the last date given is 10th December. Hence interested Members may please confirm your participation immediately.*

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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 |

Visa :

Members have to arrange Visa to Germany on their own. CLE will issue the Visa Recommendation Letters to the participants.  Non-issuance of Visa will not be considered as a reason for withdrawal of participation.

 **Refund Policy:**

Members may note that there will be No refund of participation fee in case of cancellation of participation, after remitting participation fee.

**As written above, it** **may please be noted that, MAI funding support would be available for a maximum number of 50 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 10th December, 2021.**

Accordingly, members may consider their participation in the upcoming Physical edition of India Leather Days in Offenbach, Germany and confirm their participation to ad-imdfairs@cleindia.com by return mail, by sending the attached application form, duly filled-in.

**We take this opportunity to inform that, CLE is organizing the next edition of 'India Leather Show' in Madrid, Spain during March 28-29, 2022 and circular will be issued shortly. Hence members those who are interested to participate both in the India Leather Days Offenbach and India Leather Show, Madrid may plan their travel schedule accordingly.**

With best regards,

R Selvam, IAS
Executive Director
Council for Leather Exports