CLE/HO-IMD-F&B/MAGIC/Aug 2022 26th April, 2022

To  
**The Members of the Council**   
(Footwear, Leather Goods/Accessories & Garments)

Sub:-  **CLE’s participation in the Sourcing at Magic & Footwear Sourcing @ Magic, Las Vegas, USA (August 7-10, 2022) with MAI funding support**

Dear Members,

The United States of America is the largest importer of footwear, leather and leather products in the world.  USA is also the top market for India’s export of footwear and leather products.  During 2019-20, USA imported footwear, leather & leather products worth US$ 34.19 billion, accounting for a share of around 17.52% in the global import trade of USD 199 billion. India’s export of footwear, leather & leather products to USA during April 2021-February 2022 has reached to the level of 1.04 billion, as compared to USD 564 million during 2020-21 (April-March), recording a growth rate of over 84%.

**MAGIC** is the world’s largest Footwear, Apparel and Accessories Trade Show in North America, consisting more than 70% of the buying and selling community in the United States.  MAGIC Show consists; MAGIC men, MAGIC Women, WSA & Magic, FN Platform, Sourcing @ Magic-Footwear, Sourcing @ Magic-Unisex for contract manufacturers.

**CLE’s participation in the Sourcing @ Magic AND Footwear Sourcing @ Magic**:-     Considering the size & potential of the US market and the opportunities available for the Indian exporters, the  Council proposes to organize ‘India Pavilion’ in the Magic for Footwear and Sourcing @ Magic for Leather Garments, Goods/Accessories.  CLE’s participation in the August 2022 edition of the Magic Show is likely to be subsidized under MAI Scheme of the Government of India.   **Keeping in view the overall expenses, the participation fee fixed for built up booths for both Footwear and Leather Garments & Goods Sections are given below**:-

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| --- | --- | --- | --- |
| MAI Funding Support | Details of space | Footwear Exhibitors | Leather Garments/Leather Goods/ Accessories exhibitors |
| **Subsidized participation fee** | **Built up booth of 10x10 size – 100 sq.ft** | **Rs. 4,38,340/-** | **Rs. 4,81,670/-** |
| Un-subsidized participation fee | Built up booth of 10x10 size – 100 sq.ft | Rs. 6,18,340/- | Rs. 6,61,670/- |

* **The exhibitor who participates in the physical event (August, 2022) will get a FREE digital profile in Magic ONLINE Event for 8 weeks valued at $ 1995**
* **The organizers will be providing extra signage at the venue for promoting Indian participation.**

**MAI funding support for August, 2022 show**

CLE has submitted application to the Ministry of Commerce & Industry, seeking MAI funding support for organizing participation of the members in the August, 2022 edition of the fair, which is under consideration of the Ministry. Subject to approval of the Ministry, members will be able to participate in the fair with subsidized rates.

Keeping in view the above, members interested to participate in the August 2022 edition of Souring @ Magic/Footwear Sourcing @Magic may please send the attached dully filled in application forms and Airfare application form along with the advance token amount of Rs. 2.50 lakhs, for a minimum sized booth of 100 sq.ft. by NEFT/RTGS in favour of Council for Leather Exports **on or before 10th May, 2022.**  In case of non-approval of MAI funding support, members have to pay the unsubsidized payment, as notified above. **Members may please note that MAI subsidy will be available for a maximum of 15 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 |

**Visa :**

Members have to arrange Visa to USA on their own. However, CLE will arrange for the Visa Invitation Letters.  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.

**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 airfare**) also with an upper ceiling of Rs. 1.25 lakhs, subject to the Airfare Funding Approval by the Government for 2022-23 and compliance of the following Conditions:-

|  |  |
| --- | --- |
| *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 2022-23 and compliance of the above Conditions.

With best regards,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports