CLE/HO/IMD/ILS-SPAIN/2021-22                                 27th December, 2021

**To.**

**All Members of the Council**

Dear Members,

***Sub :   India Leather Show, Madrid, Spain, March 28-29, 2022***

**Spain** is the 9th largest importer of leather and leather products in the world and 5th largest importer of leather and leather products from India.

Considering the export potential of this important market, the Council had initiated the export promotional activities in Spain since 2005.  Thereafter, the India Leather Shows in Spain has been organized continuously. Due to COVID, we could not organize the Show in March 2020 and also in March 2021.

In this series, Council is now organizing the 11th Edition of **India Leather Show in Spain during March 28-29, 2022** under the Market Access Initiative (MAI) Scheme. The Council is aiming to mobilize participation of maximum number of 45 exporters, so as to make it a large show featuring display of wide range of leather & leather Products **(Footwear, including Non-Leather Footwear, Footwear Components & Leather Shoe Uppers, Leather Garments, Leather Goods/Accessories, Leather Gloves, Saddlery & Harness and Finished Leather).**

Council has availed the services of **M/s Seven SM, Spain** as the Event Management Agency for the event coordination and buyers mobilization in the earlier occasions.  Taking into account the satisfactory performance of the Marketing Agency, we are availing their services for our India Leather Show in March 2022 also.

**Participation Fee:**

The fee for participation in India Leather Show in Spain, March 2022 is ***Rs.70,000/- (MAI subsidized fee)*** *per company.* Unsubsidized fee will be ***Rs. 2,00,000/****- per company.*

**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 6th January, 2022.**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 6th January, 2022. 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 Spain 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 45 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 6th January, 2022.**

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

**We take this opportunity to inform that, CLE has already issued circular for enlisting participants for the India Leather Days in Offenbach, Germany, which will be held during March 23-24, 2022, and as on today, 39 companies have confirmed for this show. Participants those who are attending both the India Leather Days in Germany and India Leather Show in Spain may plan their travel schedule accordingly.**

With best regards,

R Selvam, IAS
Executive Director
Council for Leather Exports