No.CLE/IMD/MICAM/2022 6th June, 2022

To
**The Members of CLE**

Dear Members,

**Sub**: **Organizing group participation of members in the MICAM–The Shoe Event, Milano, Italy, September 18-20, under MAIS 2022-23**

**About the Fair**

The footwear industry’s leading international trade fair, **MICAM Milano**promoted by [Assocalzaturifici](http://www.assocalzaturifici.it/ancimain/homepage.html?lang=en), is a one-of-a-kind event with **over 1700 footwear collections** at each edition, successfully melding business and fashion. The event takes place in Milan twice a year, in February and September, in the Fiera Milano Rho trade fair district. It showcases the autumn/winter and spring/summer collections for the following year, respectively.

The fair occupies an exhibition area of about **60.000** square meters and plays host more than **1.200** companies each edition, of which more than **570** are international. Together they represent over**30 different countries**. MICAM is the landmark event for footwear industry professionals from all over the world.
Given the attendance figures of **45.000 visits** per edition, of which half coming from around **130 foreign countries**, MICAM confirms its role as a privileged showcase for promoting new collections. At the same time, it is also a decisive opportunity to do business and establish tangible commercial contacts.

**About the Market**

Italy is the 4th largest importer of Footwear, Leather and leather products in the world. The import of Footwear, leather and leather products by Italy during 2020-21 was USD 8817 million, whereas, India has exported these products worth USD 249 million during this period to Italy. India’s export of footwear & Footwear components to Italy during 2020-21 was USD 100.57 million.

Considering the import potential of footwear and footwear components of Italy, Council is organizing group participation of members in the September 2022 edition of the MICAM-The Shoe Event.

**Participation Fee:**

-          Subsidized Participation Fee for 9 Sq.mt **built up Booth (with all required display accessories)**: Rs. 1,67,500/- per Participant. **It is pertinent mention that, we are yet to receive the final approval of Empowered Committee on MAI Scheme and subsidized fee will be applicable subject to final approval of the Empowered Committee)**

-          Un- Subsidized Participation Fee for 9 Sq.mt built up Booth (with all required display accessories) : Rs. 3,70,000/- per Participant

Each company will be provided with a standard 9 sq.mtr size booth with the following display accessories.

**Standard Display accessories package for 9 sq.mt booth:**

-      Fascia board with exhibitor’s company name + logos (1 fascia for 1 side open booths & 2 fascia for 2 side open booths)
-      Carpeted floor
-      Three-side wall panels (2 side for Two side open booths)
-      18 wooden shelves (100 x 30)
-      4-6 white LED spot lights
-      1 waste bin
-      1 Round Table + 3 Chairs
-      1 Reception/Information desk + 1 stool
-      1 multiple socket
-      2 bottles (2000 ML) of water for each exhibitor per day, during the fair days (3 days)

**Any additional accessories required will be charged separately.**

**Remittance of participation fee:**

Members interested to participate in the September 2022 edition of Micam Fair, may please send the attached duly filled in application form and Airfare application form along with full participation fee, as written above, for a minimum sized booth of 9 sq.mtr. by NEFT/RTGS in favour of Council for Leather Exports **on or before 23rd June, 2022.**  **Members may please note that  MAI subsidy will be available for a maximum of 20 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 even though the given last date is 23th June, 2022:-**

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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 Italy 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 also with an upper ceiling of Rs. 75,000/-, subject to the Airfare Funding Approval by the Government for 2022-23 and compliance of the following Conditions:-

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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 2022-23 and compliance of the above Conditions.

With regards,

R Selvam, IAS
Executive Director
Council for Leather Exports