CLE/HO/IMD/Mosshoes/2022 3rd June, 2022

To

**The Members of CLE**

Dear Members,

Sub:- **Participation of members in the Mosshoes/MOSPEL Fair, Moscow, Russia (29th August to 1st September, 2022)**

CLE proposes to organize participation of members in the 87th edition of Mosshoes & Mospel fair scheduled to be held during 29th August to 1st September, 2022 in Exhibition Center Gostiny Dvor, which is situated in the heart of Moscow city, near Red Square.

**Russia’s Market Potential:**

Russia is the 20th largest importer of footwear, leather & leather products in the world. Russia and the neighboring CIS countries are major users of Footwear and leather accessories.

Russia has imported footwear, leather and leather products worth USD 3294 million during 2020-21. India accounts for a share of 1.19% in Russia’s total import of leather and leather products, thus offering ample scope to further enhance India’s exports to Russia.

**MOSSHOES-MOSPEL Fair:**

The Mosshoes exhibition has been operating since 1997. For many years, thousands of manufacturers from 30 countries have been exhibiting **shoes, bags, accessories, leather and component materials in the fair**. The exhibition takes place 2 times a year and each time gathers up to 12 thousand visitors from all over Russia and the CIS. Business meetings are held at Mosshoes, an assortment is formed and contracts are concluded. The exhibition brings together retailers, manufacturers and suppliers.

**CLE’s participation in the 87th edition of the MOSSHOES/MOSPEL Fair**

**Booth Package**

Each company will be provided with a standard 9 sq.mtr size booth with Booth accessories as detailed below.

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| **For 3\*3= 9 Sq.mt booth****OPTION ONE:  footwear & accessories** | **For 3\*3= 9 Sq.mt booth****OPTION TWO:  for leather** |
|  One Side Open/Two Sides Open1 Table; 3 Chairs; 6 Spot Lights; 1 Trash Basket; 1 3\*3 Carpet; 27 100\*30cm Shelves; 1 Socket up to 1kw 220; Stuffing paper ( for booths with bags); 2 Bottles (1 liter bottle) of water per day; Fascia  |  One Side Open/Two Sides Open1 Table; 3 Chairs; 6 Spot Lights; 1 Trash Basket; 1 3\*3 Carpet; 9 Rods; 1 Socket up to 1kw 220V; 2 Bottles  (1 liter bottle)  water per day; 50 plastic hangers/bottom (SPECIFY THE LENGTH OF HANGERS); Fascia |

*Cost on account of any other Additional Accessories /Extra Requirement has to be paid by the participants directly to the Stand Constructor/fair organizer.*

**Product Display**

*Footwear, Bags, Accessories, garments, finished leather and component materials.*

**Visa:**

Members have to arrange Visa to Russia on their own.  However, CLE will arrange for the Invitation Letters from Demlink Travel Agency and charges on this account is not included in the participation fee and will be charged extra from the participants, like previous occasions.  *Kindly note that non-issuance of Visa will not be considered as valid ground for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.*

**Participation Fee :**

•       **MAI Subsidized fee :  Rs 95,000/-**per company. **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)**

•       **Non Subsidized fee : Rs. 2.50 lakhs** per participating company, who are **not** eligible for claiming MAI funding support.

**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 30 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.

Keeping in view all the above, members those who are interested to participate in the upcomig edition of the Mosshoes fair, Russia may remit full and final participation fee, as notified above, **to CLE’s below given bank account and inform us the UTR details latest by 17th June, 2022** 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 |

**MAI funding support would be available for a maximum number of 20 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 17th June, 2022.**

Accordingly, members may consider their participation in the upcoming Physical edition of MOSSHOES/MOSPEL Fair, Moscow, Russia and confirm their participation to ad-imdfairs@cleindia.com by return mail, by sending the attached application forms, duly filled-in.

With best regards

R Selvam, IAS
Executive Director
Council for Leather Exports