20th July, 2022

CLE/HO/IMD/APLF-ASEAN/2022-23

To.

**The Members of CLE**

Dear members,

Sub:- **APLF ASEAN Special Edition, Bangkok, Thailand (October 19-21, 2022)**

This is to inform that the APLF (Asia Pacific Leather Fair) Hong Kong authorities are organizing a Special Edition of APLF ASEAN **at Queen Sirkit National Convention Center, Bangkok, Thailand from 19th to 21st October, 2022.** The Queen Sirikit National Convention Center (QSNCC) is located at the heart of downtown Bangkok, conveniently served by the subway. Like in Hong Kong, there will be two different sections for finished leather & components (APLF) and for finished products (Fashion Access Fair) in Thailand as well. The Details of the fair are given below:-

**APLF ASEAN Special Edition**

Dates : 19-21 October, 2022  
Venue : Halls 1-2, Queen Sirikit National Convention Center   
                                                (QSNCC), Total area 11,500 square metres  
Concurrent Events           : APLF Leather, Materials+, Fashion Access  
Number of Exhibitors        : Estimated 300+ Exhibitors

**Why ASEAN?**

* Countries including **Thailand**, Vietnam, Cambodia, Malaysia, the Philippines and Indonesia together create a strong manufacturing and transaction hub of leather and leather goods
* Top-class leather community accounts for over 2.5B USD import of raw hides, skins and leather, a number closely equivalent to China
* Over 0.3B USD export of leather goods including footwear, handbags and travel goods, also imports more than 3B USD of leather goods

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| **Why Bangkok, Thailand?**     * Thailand has been a strong transaction hub of leather and leather goods with proximity to core manufacturing countries in ASEAN            Bangkok has firmly established its tourist infrastructure which is ideal for APAC buyers from ASEAN, Hong Kong, Japan, South Korea, Taiwan, etc. |

***Who are we going to meet?***

Exhibiting companies can meet Asia Pacific buyers of the following sectors:-

* Brand owners / buying offices / designers
* Traders of leather, materials, components and machinery
* Distributors of chemicals
* Manufacturers of leather goods, garments, footwear, etc

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**CLE’s participation in the APLF ASEAN**

In order to provide a platform for the Indian manufacturer/exporters of finished leather, components, footwear, leather garments, leather goods and accessories, CLE is planning to organize group participation of 15 companies in the APLF ASEAN.

**Participation fee:**

Keeping in view the overall expenditure with regard to space rent, stand construction, membership subscription fee of the fair organizer, marketing and promotional expenses, members those who are interested to participate in the above said event has to pay an **unsubsidized fee** of Rs. 5,53,350/-, for a built up stand of 9 sq. mtrs. Stand package, as received from the fair organizer is attached. Items mentioned in the package are complementary.

**Status of CLE’s proposal seeking MAI funding support**

CLE has submitted our proposal to the Ministry seeking MAI funding support for this event, which is under consideration. In the event of approval, eligible participants may get an approx amount of Rs. 1.10 lakhs as MAI subsidy against their participation.  Besides, participants are eligible for claiming airfare re-imbursement upto a maximum of Rs. 75,000/- for this event. It may please be noted that subsidy will be available for 9 sq. mtrs stand and participants has to pay un-subsidized fee for the extra space they need.

CLE is planning to organize participation of members in the fair with the funding support of Govt. of India under MAI Scheme and  funding support will be available for a maximum of 15 companies (those who are remitting participation fee to CLE first).

Keeping in view the above, members those who are interested to participate in the Special edition of APLF ASEAN, Bangkok, Thailand may confirm their participation by sending the attached application forms, duly filled in, to CLE at the earliest possible, not later than 5th August, 2022. **An advance amount of Rs. 3.00 lakhs may be remitted to CLE’s below given bank account and inform us the UTR details so that we can book the space 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 |

**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-

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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.

**Visa :**

Members have to arrange Visa to Thailand on their own. Please note that non-issuance of Visa will not be considered as a valid reason for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.

With best wishes,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports