CLE/HO/IMD-F/IF&LP SHOW-DUBAI/2022

To,

**The Members of CLE**

Sub:- **India Footwear & Leather Products Show, Dubai (October 12-13, 2022) with MAI funding support**

Dear Members,

As per Annual Action Plan of export promotion activities approved by the Ministry of Commerce & Industry, Government of India under MAI Scheme for 2022-23, CLE is organizing the India Footwear & Leather Products Show (IF&LP Show) in Dubai during October 12-13, 2022. **The show will be held in Le-Meridien Dubai Hotel & Conferences, Airport Road, Dubai (10 minutes drive from Dubai airport).**

**India-UAE Trade in the Footwear & Leather Sector and signing of India-UAE CEPA**

United Arab Emirates (UAE) is the largest market for Indian footwear and leather industry in the Middle East region. UAE is also the gateway for the African market.

Export of leather, leather products and footwear to UAE had increased from USD 80.05 million in 2020-21 to USD 105.48 million in 2021-22. UAE's total import of leather, leather products and footwear during 2020-21 was USD 1460.78 million as against India's export of USD 80.05 million. At present, India has a market share of 5.5% in UAE in the footwear and leather products sector.

**India & UAE signed a Comprehensive Economic Partnership Agreement (CEPA) on Feb.18, 2022, which came into force from May 1, 2022. Under this agreement, UAE has provided 0% duty to India for export of most of the categories leathers (Chapter 41), for all leather products (Chapter 42), fur and fur products (Chapter 43) and also footwear (Chapter 64).**

Considering the good export prospects and duty free facility, India’s export of footwear, leather and leather products to UAE are expected to significantly increase in the coming years.

**CLE’s India Footwear & Leather Products Show (IF & LP Show)**

In the backdrop of signing of CEPA between India and UAE, in order to provide a platform for our members for one to one meetings with the buyers from UAE and GCC countries, CLE is organizing an India Footwear and Leather Products Show in Le Meridien Dubai Hotel & Conferences, Airport Road, Dubai on 12th and 13th October, 2022, with the funding support of Government of India under MAI Scheme.

CLE is availing the service of VERIFAIR Event Management LLC, Dubai for conducting the show, including mobilizing targeted number of buyers. **It is expected that, during the Two-day show, approx 200 buyers from UAE and another 50 buyers from GCC countries may be visiting the booths of Indian exhibitors.**

**Key Target Audiences:**

The primary target audience/visitors is comprised of importers, chain stores, wholesalers, retailers, distributors, department store buyers, supermarkets, hypermarkets and buying houses from UAE and GCC Region.

**Display Products**

Indian exhibitors can display the following products:-

* 1. Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children
	2. Leather Garments (Jackets, pants, motorbike jackets etc)
	3. Leather Goods & Accessories (Handbags, purses, belts, pouches, small leather goods etc)
	4. Leather Gloves (fashion, fancy, industrial)
	5. **Non-Leather Footwear** (Shoes, Sandals, Chappals) Ladies, Gents, Children
	6. Finished Leather

**Participation Charges**

Taking into account the overall expenditure with regard to venue cost, stand construction, marketing, publicity and promotion, event management charges, buyers mobilization etc., we are fixing a participation fee @ **Rs. 1.48 lakhs (MAI subsidized fee)** and **Rs. 3.23 lakhs (un-subsidized fee)**. There will be an additional payment of Rs. 15,000/- for allotment of Corner booths. Each participating company will get a fully built up stand of 9 sq. mts. space with the following display accessories:-

**Items to be included in the 9 sq. mtrs booth (as per ‘Standard Booth Package)**

• One information counter
• 100W long arm white LED lights (6 per booth)
• Electrical point 13A/220V Power socket
• Standard carpeting
• Front fascia name panel, as per approved design. One fascia for one side open booth; 2 fascia for
Corner booths (two side open booths).
• Furniture (1 round table, 4 chairs, 1 paper basket)
• Depending upon the kind of products, there will be 3 models of stand with:
**Model A** - 27 shelves
**Model B** – 18 shelves & 9 bars and 40 S shaped hooks or 40 broad shoulder hangers per stall
**Model C** - 12 bars, as per requirement of exhibitor). 100 S shaped hooks or 100 broad shoulder hangers per stall

         CLE will be providing water/tea/coffee and lunch for exhibitors during the Two-days show.
         CLE will be getting concessions room tariff for the exhibitors for their stay in Dubai

***Any other Additional Accessories / Extra Requirement of the display accessories will be charged additionally to the participants, by the show organizer/stand constructor.***

**VISA:- Please also note participants will have to arrange the Visa on their own.** However, CLE will arrange for the invitation letter  to facilitate obtaining of visas by participants. Kindly 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.

Keeping in view all the above, interested members may please send the attached application forms, duly filled in, along with full participation fee, as written above, for a minimum sized built up booth of 9 sq.mtr. by NEFT/RTGS in favour of Council for Leather Exports **on or before Monday, the 18th July, 2022.**  **Members may please note that  MAI subsidy will be available for a limited number of 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 18th July, 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 |

**Participation will be confirmed on ‘first-come-first served’ basis based on receipt of full and final participation *fee in CLE’s bank account.***

With best regards,

**R Selvam, IAS
Executive Director**
**Council for Leather Exports**