CLE/HO/IMD/IFLPS-Dusseldorf/2022 29th August, 2022

To

**The Members of CLE**

Dear members,

**Sub : India Footwear & Leather Products Show, Dusseldorf, Germany (November 2-3, 2022)**

We would like to inform that as part of Annual Action Plan 2022-23, the Council is organizing the India Footwear and Leather Products Show in Dusseldorf, Germany on 2nd and 3rd November, 2022, under the MAI assistance 2022-23, as under.

**Date : November 2-3, 2022 (Wednesday & Thursday)**   
**Venue: 3rd Floor, Supreme Location** B1- Bennigsplatz 1, 40474 Düsseldorf **Exhibit Profile:**

* 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

**Germany’s Import Potential**

Germany is the second largest importer of footwear, leather and leather products in the world.

Germany has imported footwear, leather and leather products worth USD 14.74 billion during 2019-20. Germany’s major item of import was Footwear (USD 11.92 billion), followed by leather goods (USD 1.41 billion) and leather garments USD 318 million.

On the other hand, India has exported footwear, leather and leather products worth USD 608 million to Germany during 2019-20. India’s major item of export to Germany was Footwear (USD 280 million, followed by leather goods (USD 171 million) and leather garments USD 57 million.

**India is holding a share of 4.12% in the overall import by Germany during 2019-20.**

**Marketing and Buyer Outreach:**

CLE has appointed **Prexma GmbH, Dusseldorf, Germany** as the Marketing Agency for conducting the show, including buyers mobilization.

**Participation Fee :**

·       **Subsidized fee :  Rs 68,000/-**per company.

·       **Non Subsidized fee : Rs. 2,67,120/-** per participating company, who are **not** eligible for claiming MAI funding support. *Please also note that, on the basis of MAI funding, CLE will be enlisting 50 companies (those who are paying participation fee first to CLE bank account) under subsidized rates.* Which means, 50 companies those who are paying first will be eligible for subsidized rate @ Rs. 68,000/-.

         Corner booth charges: Companies those who would like to book a corner booth, may pay an additional amount of Rs. 13,000/- over and above the participation fee.

**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 12th September, 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 12th September.  Hence interested Members may please confirm their 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 Germany 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.

Accordingly, members may consider their participation in the India Footwear and Leather Products Show in Dusseldorf and confirm their participation to [ad-imdfairs@cleindia.com](mailto:ad-imdfairs@cleindia.com) by return mail, by sending the attached application forms, duly filled-in.

**We take this opportunity to inform that, CLE is organizing the next edition of 'India Footwear and Leather Products Show’ in Madrid, Spain during November 7-8, 2022 (Monday & Tuesday) and circular will be issued shortly. Hence members those who are interested to participate in both the events (Germany and in Spain) may plan their travel schedule accordingly.**

With best regards,

R Selvam, IAS  
Executive Director  
Council for Leather Exports