22nd July, 2022

CLE/HO/IMD/DILEX/2022-23

**Members of the Council**

Dear Members,

**Sub: 4th edition of Delhi International Leather Expo - Reverse Buyer Seller Meet in New Delhi (November 21-22, 2022)**

We are pleased to inform that CLE as part of the Annual Action Plan of export promotion activities approved under the Market Access Initiative (MAI) Scheme of the Govt. of India, proposes to organize  the 4th edition of DILEX (Delhi International Leather Expo) - Reverse Buyer Seller Meet during November 21-22, 2022.

**Objective:**

Organizing Reverse BSM is an apt platform to invite potential buyers from all over the world to India and provide an opportunity for the MSME exporters to meet them, understand their product/quality requirements etc., based on which, the Indian exporters can prepare themselves towards meeting the requirements of the buyers in these markets. The platform gives an opportunity for the Indian SMEs to meet their customers at their doorsteps (without travelling to abroad) that too on highly discounted participation cost.

**Event Details:**

**Dates:** November 21-22, 2022 (Monday & Tuesday)
**Venue:** The Leela Ambience Hotel & Residences, Gurugram, Haryana

**Product Profile:**

The RBSM-New Delhi will be focusing on **Footwear (both leather & non leather), Leather Garments, Leathers Goods & Accessories (including gloves).**

**Salient Features of the RBSM:**

         The Reverse BSM will have a participation of around 70 Indian Manufacturer-Exporters of Footwear and  leather products
         Business meetings will take place between the Indian participants and Overseas Buyers during the RBSM.
         Each participating company will be provided a built-up booth of 9 sq.mtr along with basic display accessories for facilitating their product display.
         We are expecting participation of 60-70 overseas buyers from USA, Europe and all other major markets, who are interested to source the above said products from India.

**Submission of Application form & Participation Fees:**

Members interested to participate in the RBSM in Delhi are requested to send their company profile in the format attached to CLE **by return mail**. **Since we have started the buyers mobilization initiatives, early submission of the application form will give your company added publicity among the buyers and other target audience.**

**The MAI subsidized Participation fee of** **Rs. 80,000/- plus GST of 18% (Rs. 94,400/- inclusive of GST) may be remitted to CLE’s below given bank account, latest by 31st August, 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 |

**Refund Policy:**

The participation charges are non-refundable in nature unless otherwise the event is cancelled.

Members may please note that, we are enlisting a maximum number of 70 Indian companies/suppliers only for the RBSM in Delhi hence participation will be confirmed on the basis of receipt of Participation fee along with the duly filled in application form (attached), on ‘first come first served’ basis, even though the last date given for paying the participation fee is 31st August, 2022.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports