No.CLE/HO/IMD/S&LF-Vietnam/2022                               30th August, 2022

**To**

**All Members (Finished Leather, Footwear & Components)**

**Dear Members,**

**Sub : Participation in the Shoes & Leather Fair, Saigon Exhibition & Convention Center, Ho Chi Minh City, Vietnam under MAI assistance of 2022-23 (November 16-18, 2022)**

**1.   About the Market**

Vietnam is the Third largest importer of Finished Leather in the world.  The import of finished leather of Vietnam has increased from US$ 1103.87 million in 2013-14 to US$ 1662.91 million in 2019-10.

Similarly, there has been a growth in Vietnam’s import of Footwear & Components.  The import value of Footwear and Footwear components of Vietnam together constitutes US$ 1093 million in 2019-20.

Considering the import potential of leather, footwear and footwear components  of Vietnam and the scope to further enhance our exports to Vietnam, the Council is organizing participation of members in the **Shoes & Leather - Vietnam, November 16-18, 2022** at “SECC” - Saigon Exhibition & Convention Center, Ho Chi Minh City, Vietnam under the MAI assistance of 2022-23.

**2.   About the Fair**

**The SHOES & LEATHER - VIETNAM** has witnessed immense growth of shoes & leather industry in Vietnam together with the fast development of the country during the recent years. While Vietnam becomes a significant shoes and leather export country,  SHOES & LEATHER - VIETNAM also becomes a tremendous and famous one-stop platform in ASEAN countries.

**3. Exhibit profile**

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| Shoes Making Machinery  Sewing Machinery  **Accessories / Components** | Leathergoods Making Machinery  **Raw Hides / Leather**  **Chemicals** | Tanning Machinery  **Synthetic Material**  Technologies / Services |
| Association | Media | Others: |

**4.   Participation Fee:**

The Council is charging MAI Subsidized participation fee of **Rs 1.60 lakhs per participating company**.  Each company will be provided with a standard 9 sq.mtr size booth with the following display accessories.

Standard Display accessories package :

9sq booth standard fitting:-

-Carpeted floor

- Fascia Board with Exhibitor’s name

- Three sided wall panels

- One information counter

- Two folding chairs

- One fluorescent tube

- Two spotlights

- One 5amp/220V single phase socket

- Two (2mH) Leather Rack Or Three (1m) Display Shelves

- One waste basket

*Any additional accessories required will be charged separately*.

**5.   Un-Subsidized Participation Fee**

Un-subsidized participation fee for this fair would be Rs. 2.85 lakhs.

**Besides, participants those who would like to book a Corner stand are required to pay an additional amount of Rs. 13,500/- in addition to the participation fee, as notified above.**

**6.   Important:**

Members have to arrange Visa to Vietnam on their own.  However, CLE will arrange for the Invitation Letters.

**7. 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.

**8. 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.

**9. Last Date for confirming Fair participation :**

Members interested are requested to confirm their participation by remitting the full payment to the below given bank account of CLE **on or before Friday, the 16th September, 2022**.   We are targeting to enlist 20 participants only with MAI subsidy and booth allotment will be on ‘***First Come First Served’ basis****.*

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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 |

*The attached application forms, duly filled in, may be sent to* [*ad-imdfairs@cleindia.com*](mailto:ad-imdfairs@cleindia.com)

With regards,

R Selvam, IAS  
Executive Director  
Council for Leather Exports