CLE/HO-IMD-F&B/MAGIC/Feb 2023 14th October, 2022

To  
**The Members of the Council**   
(Footwear, Leather Goods/Accessories & Garments)

Sub:-  **CLE’s participation in the Sourcing at Magic & Footwear Sourcing @ Magic, Las Vegas, USA (February 13-15, 2023) with MAI funding support**

Dear Members,

The United States of America is the largest importer of footwear, leather and leather products in the world.  USA is also the top market for India’s export of footwear and leather products.  During 2019-20, USA imported footwear, leather & leather products worth US$ 34.19 billion, accounting for a share of around 17.52% in the global import trade of USD 199 billion. India’s export of footwear, leather & leather products to USA during 2021-2022 (April-March) has crossed USD 1 billion, as compared to USD 564 million during 2020-21 (April-March), recording a growth rate of over 85%.

**MAGIC** is the world’s largest Footwear, Apparel and Accessories Trade Show in North America, consisting more than 70% of the buying and selling community in the United States.  MAGIC Show consists; MAGIC men, MAGIC Women, WSA & Magic, FN Platform, Sourcing @ Magic-Footwear, Sourcing @ Magic-Unisex for contract manufacturers.

**CLE’s participation in the Sourcing @ Magic AND Footwear Sourcing @ Magic**:-     Considering the size & potential of the US market and the opportunities available for the Indian exporters, the  Council proposes to organize ‘India Pavilion’ in the Magic for Footwear and Sourcing @ Magic for Leather Garments, Goods/Accessories.  CLE’s participation in the February, 2023 of the Magic Show will be subsidized under MAI Scheme of the Government of India.   **Keeping in view the overall expenses, the participation fee fixed for built up booths for both Footwear and Leather Garments & Goods Sections are given below**:-

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| --- | --- | --- | --- |
| MAI Funding Support | Details of space | Footwear Exhibitors | Leather Garments/Leather Goods/ Accessories exhibitors |
| **Subsidized participation fee** | **Built up booth of 10x10 size – 100 sq.ft** | **Rs. 4,83,950/-** | **Rs. 4,89,870/-** |
| Un-subsidized participation fee | Built up booth of 10x10 size – 100 sq.ft | Rs. 6,93,950/- | Rs. 6,99,870/- |

Keeping in view the above, members interested to participate in the February, 2023 edition of Souring @ Magic/Footwear Sourcing @Magic may please send the attached dully filled in application forms and Airfare application form to CLE by return mail. Full and final participation fee, as notified above, for a minimum sized booth of 100 sq.ft. may be remitted to CLE’s below given bank account **on or before 4th November, 2022** and inform us the UTR details.   **Members may please note that MAI subsidy will be available for a maximum of 15 companies and space will be allotted on ‘First-Come-First-Served’ basis, based on the order of receipt of participation fee in CLE’s bank account-**

|  |  |
| --- | --- |
| 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 USA on their own. However, CLE will arrange for the Visa Invitation Letters.  Please 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.

**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.**

**MAI Air Fare Reimbursement:**  
Members who are eligible to participate at the MAIS- Subsidized Participation Fee are eligible to claim Airfare Reimbursement (**economy excursion class airfare**) also with an upper ceiling of Rs. 1.25 lakhs, subject to the Airfare Funding Approval by the Government for 2022-23 and compliance of the following Conditions:-

|  |  |
| --- | --- |
| *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.

With best regards,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports