10th November, 2022
CLE/HO-IMD/MIPEL-Feb./ 2023

To.
**The Members of the Council**
(Leather Goods & Accessories)

Sub:-    **Participation in the MIPEL – The Bag Show, Milan, Italy (February 19-22, 2023) – With MAI funding support**

Dear Members,

MIPEL is a B2B exhibition designed for fashion accessories buyers: all kind of bags, backpacks, work bags, travel goods, belts, gloves and hats, scarves and foulard, umbrellas, small leather goods, leatherwear, fashion accessories and bijoux. MIPEL, the most important international leather goods and fashion accessories show, is at its 123 edition. Prestigious showcase, MIPEL offers a strategic opportunity to meet with buyers and the international business visitors. **From 19th to 22nd February, 2023, over 300 top brands and the best research companies will meet the 10,000 trade visitors/buyers from all over the world**

For more details about the MIPEL – The Bag Show, members may please visit the website of the fair organizer at <https://mipel.com>

**CLE’s participation in the MIPEL – The Bag Show**:-     Council proposes to organize ‘India Pavilion’ in the MIPEL – The Bag Show to be held during February 19-22, 2023 with MAI funding support. **Based on CLE’s request, the fair organizer has offered 18 booths of 12 sq. mtrs. size (the minimum usable area) in Hall No. 3 together with other Italian companies**. **In order to maintain the high standard of Pavilion No. 3, the fair organizer has advised CLE to organize the product display in an attractive manner with less number of high quality products rather than displaying too many bags/products by the participating companies. The organizer has specified that each participant can display a maximum of 25-30 bags in an area of 12 sq. mtrs (In any case, more than 35 bags will not be allowed).   As informed by the fair organizer, all the display and presentation of the collections must be approved by their visual manager and must be approved by them.  Their visual manager will visit the booths before the beginning of the show to check the display and may decide to change the display or to reduce the number of bags if they are too much.    For display of the products, the fair organizer has recommended a maximum of 3 bags per square meter.    Companies participating in the fair have to strictly adhere this condition.**

**Participation Fee:**

Keeping in view the overall expenses, subsidized participation fee fixed for a 12 sqm **built up booth** would be Rs. 3,97,000/- (rupees three lakh ninety seven thousand only). Un-subsidized fee would be Rs. 6.21 lakhs.

Participation fee includes;  the rental of the area, set-up, furniture, lights, carpeting, registration, insurance charges, cleaning, sanitation and also the digital fair.   The built up space of 12 sq. mtrs. (4x3) includes a storage room of 2 sq m (in addition to 12 sq m), shelves (7.5 ml) 3 cubes.  Any extra furnishings can be hired by contacting FieraMilano (fair organizers) directly.  The digital version (part of the package) of the show allows the participants to show their profile for 3 week in the month of February, 2023 on their digital B2B platform.  The platform is visited by their buyers who may not be able to physically be present in Milan.

**Based on CLE’s follow up, the fair organizer has agreed for allowing those companies who have confirmed their participation (or paid the fee) directly to the fair organizer for February, 2023 show, can participate through CLE and avail the MAI subsidy (as notified above) besides airfare reimbursement (subject to eligibility). Such companies may immediately inform their willingness in writing to CLE so that we can inform the fair organizer accordingly. If at all, the fair organizer has offered any space, companies can keep the same area and participate under the banner of CLE.**

**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.

**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 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 12 sq.mtr. by NEFT/RTGS in favour of Council for Leather Exports **on or before Monday, the 21st November, 2022.**  **Members may please note that  MAI subsidy will be available for a maximum of 18 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 21st  November, 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**