CLE/HO/IMD/SPOGA-Feb/2023 15th November, 2022

To

**The Members of the Council (Saddlery & Harness Products)**

Dear Members,

**Sub:- Participation of members in the Spoga Horse Fair, Cologne, Germany, February 4-6, 2023**

**About the Market**

Germany is the second-largest global importer of Harness and Saddlery items, with its imports increasing from US $ 163.31 million in 2014-15 to US $ 172.44 million in 2019-20. India accounts for a share of 17.48% in the overall import of Saddlery & Harness products by Germany during 2019-20.

**CLE’s participation in the Spoga Horse Fair (February 2023)**

With the aim of enhancing our market share in Germany, the Council is planning to organize the “Group Participation” of 30 member exporters in a total area of approx 360 Sq.mt in the February 2022 edition of Spoga Horse fair with support from the Market Access Initiative Scheme (MAIS) for 2022-23.

**Important (Visa):**

Members have to arrange Visa to Germany on their own.  However, CLE will arrange for the Visa Recommendation Letters from our end, if required. *Kindly note that non-issuance of Visa will not be considered as valid ground for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.*

**MAI Air Fare Reimbursement:**

*Members who are eligible to participate at the MAIS- Subsidized Participation Fee are eligible to claim Airfare Reimbursement subject to*the Airfare Funding Approval by the Government for 2022-23 and compliance of the following Conditions*:-*

|  |  |
| --- | --- |
| *a.* | *14 Days Advance notice- excluding date of travel & receipt of application date.* |
| *b.* | *FOB Value in the preceding year between Rs 3 lakhs to*  *Rs.50 Crores* |
| *c.* | *Completed 12 months of membership* |
| *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.* | *Claims with Original Boarding Pass* |

         For 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.

**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.**

**Participation fee**

Keeping in view the overall expenses, we have fixed the participation fee as under for a 12 sq. mrts booth (**only Raw space**):-

-      MAI Subsidized fee : Rs. 2.48 lakhs
-      Un-subsidized fee : Rs. 4.73 lakhs

The charges we are collecting are inclusive of; One table, two chairs and a carpet, AUMA fee , lump sum power cost, down payment for service, marketing package @ Euro 1199/company, garbage charges @ Euro 126.40/company and common interpreter/water charges. **All other stand/display accessories will be extra and payment for such extra items needs to be settled by the participants directly to the fair organizer/stand constructor.**

Accordingly, members interested to participate in the upcoming edition of Spoga Horse fair, Germany may please remit the full and final payment, as notified above, to CLE’s below given bank account, **latest by Friday, the 25th November, 2022**  so that we can inform our total space requirement to the fair organizer accordingly:-

Beneficiary Name – Council for Leather Exports
Bank    –    Canara Bank
Branch   – Park Town Branch, Chennai 3
IFS Code – CNRB0000976
SB Account –  0976101016996

Once payment is remitted to CLE’s bank account, please inform us the UTR details urgently by mail. Please note that, only upon receipt of full and final participation fee, we may be able to book your space.

Considering all the above, members may consider their participation in the Physical edition of the Spoga Horse Fair, Germany to be held during February 2023 and confirm their participation to CLE by return mail, by sending the attached application form, duly filled-in.

With regards,

**R. Selvam, IAS**
**Executive Director**
Council for Leather Exports