CLE/HO/IMD/Couromoda/2022-23 3rdNovember, 2022

To.
**The Members of CLE**

Dear members,

Sub:- **Organizing participation of CLE members in the 50th edition of Couromoda – International Footwear Fair, Artifacts and Accessories, Sao Paulo, Brazil (January 16-18, 2023) with funding support of Ministry of MSME under IC Scheme**

CLE propose to organize group participation of member-companies in the **50th edition of Couromoda – International Footwear Fair, Artifacts and Accessories at Expo Center Norte, Sao Paulo, Brazil (January 16-18, 2023)** with the funding support of Ministry of MSME under IC Scheme. CLE for the first time is planning to organize participation of our members in this fair.

**About the Fair**

COUROMODA - An international shoe, leather goods and accessories fair, the most important event held in Latin America, promote businesses and fosters networking at the footwear market. The fair brings shoe and leather goods exhibitors and receives qualified buyers from all over Brazil and 60 other countries. At COUROMODA, the buyers find collections for all kinds of consumers and every climate: ranging from popular to ultra-sophisticated fashion and from summer to winter. The new working year of the footwear industry traditionally starts at COUROMODA.

**Display Products**:-

        Footwear (both leather and non-leather)
        Leather Goods and Accessories
        Leather Garments
        Sports Goods items
        Participants can display finished leather also

**CLE’s Participation with Ministry of MSME funding support**

CLE is organizing participation of members in this fair with the funding support of Ministry of MSME under IC Scheme.  The eligible items for participation of MSME units and the scale of assistance provided by Ministry of MSME would be as under:

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| **S. No.** | **Eligible items of expenditure** | **Scale of assistance**  |
| A. | Space Rent (Stall Charges) | For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of Rs.3.00 lakh or actual rent paid, whichever is lower (for one MSME unit).  |
| B. | Air Fare | For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.1.50 lakh or actual fare paid, whichever is lower (for one MSME unit) subject to following condition: a) **Journey/Stay should be within a span of 30 days including the period of event.** |
| C. | Freight charges | Actual subject to maximum of Rs. 50,000/- per MSME unit and Rs. 75,000/- per MSME for Latin American Countries. |

**Major guidelines for availing MSME funding support**

The Ministry of Micro, Small & Medium Enterprises (MSME) has conveyed approval for CLE’s proposal seeking funding support for organizing group participation of members in the Couromoda Fair, Brazil (January 16-18, 2023), under International Cooperation (IC) Scheme of the Ministry, **subject to compliance of the following conditions and requirements by the participating companies**:-

(1)   The member-participants should have valid ‘Udyog Aadhar Registration Certificate (UARC), issued by the Ministry of MSME. Udyog Aadhar filed after the date of event will not be accepted for settlement of claim.

(2)   Re-imbursement of airfare will be done for one representative from one MSME unit which participated in the event.

(3) Participants have to submit the a ‘Score Card’ (format attached) duly filled in to CLE. The minimum qualifying score/points (for become eligible for MSME funding support) should be 60%  of the Score Card .

(4)   **Original Boarding Pass**: In case of multiple Boarding Passes, provision of Original Boarding pass of destination city (host city of the event under consideration) is must. In case of non-availability of original boarding pass, reasons to be conveyed in writing and a certificate from the airlines stating that the journey has been undertaken will be acceptable.

(5)   Copy of PAN Card & TAN number (if applicable)

(6)   Copy of valid **Udyog Aadhar Registration Certificate (UARC)** of the individual Unit/Enterprise. UARC filed after the date of event will not be accepted for claim.

(7)   Copy of e-ticket complete in all respect **with fare information on e-ticket** for air travel. Reasons for variation in air fare, if any, satisfactory justification would have to be furnished by the applicant.

**(8)   Original invoice/bills for stall charges/construction, freight charges etc. along with receipt of payment in original should be submitted.**

**(9)    Participants are advised to take the Direct/Shortest route (whichever is cheaper) for to and fro journey). Participants may also try to restrict their travel to Brazil only during the trip, for avoiding any queries/objections by the Ministry of MSME while settlement of payment.**

(10)   The Ministry/CLE reserves the right to ask for any other relevant information/ document, which may be required for settlement of claim.

**Participants have to comply the above guidelines/parameters prescribed by the Ministry of MSME, Government of India, for ensuring reimbursement of sanctioned grant in aid.**

**Participation fee**

Keeping in view the overall expenses with regard to space cost, stand construction, insurance charges and all other related expenses, the participation cost for a 9 sq. mtrs built up booth would be @ Rs. 3,63,950/- (unsubsidized fee) per participant. Stand construction package: - 4 shelves, 1 clothes rail, 1 table, 3 chairs, lights, carpet, trash can and socket. CLE will be providing certain quantity of additional accessories also within the standard package.

**After the event, upon submission of the claim form along with other documents to CLE, as written above, participants will get the following amounts on reimbursement basis, against the particpation fee paid (subject to MSME approval for each individual claims):-**

         **Space Rent:-** For Micro, Small and Medium entrepreneurs: 100% of the space rent subject to a maximum of **Rs.3.00 lakh** or actual rent paid, whichever is lower (for one MSME unit).

         **Airfare:-** For Micro, Small and Medium entrepreneurs: 100% of the economy class airfare subject to a maximum of Rs.**1.50 lakh** or actual fare paid, whichever is lower (for one MSME unit) subject to following condition: a) **Journey/Stay should be within a span of 30 days including the period of event.**

         **Freight Charges:-** Actual subject to maximum of Rs. 50,000/- per MSME unit and **Rs. 75,000/- per MSME for Latin American Countries.**

**The fair organizer has given time till 15th November, 2022, for confirming CLE’s total space requirement.**
Keeping in view all the above, members those who are interested to participate in the **Couromoda – International Footwear Fair, Artifacts and Accessories, Sao Paulo, Brazil (January 16-18, 2023) with funding support of Ministry of MSME under IC Scheme,**  may confirm their participation to CLE by sending the attached formats, duly filled in, **on or before 14th November, 2022** so that we can confirm our space requirement to the fair organizer accordingly. Full and final participation fee of Rs. 3,63,950/- may be remitted to CLE’s below given bank account and inform us the UTR details:-

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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 |

Keeping in view the quantum of MSME funding support, we have taken 15 booths in this fair and booth allocation will be made on first-come-first-served basis, based on the order of receipt participation fee in CLE’s bank account.  In case of any query on your participation, please contact Mr. Vijaya Kumar. C, Assistant Director-IMD @ 9717394888.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports