CLE/HO-IMD/**MAGIC-NewYork**/Sep. 2023 20th April, 2023

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

Sub:-  **CLE’s participation in the “Sourcing at Magic New York” (September 19-21, 2023) WITH MAI FUNDING SUPPORT**

Dear Members,

The United States of America (USA) 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 April-February 2022-23, India’s export to USA has reached to the level of USD 1102.38 million as against USD 1039.49 million recorded during April-February 2021-22. USA accounts for 22.61% in the overall export of footwear and leather products from India.

**CLE’s participation in the “Sourcing at Magic New York, with MAI funding support**:-     CLE, for the first time, is organizing participation of members in the “Sourcing at Magic New York”, with MAI funding support. In this regard, please find attached the following:-

1.   Application format, prescribed by the Magic Show organizers. **Companies interested to participate in the fair may immediately fill up this format and send back to CLE, for selection of participants by the Magic Show organizers.**  
  
**2.   ‘Selection Criteria’ to be adopted by the fair organizers.**  
  
3.   Sketches of booth package (2 options) offered by the fair organizers.  
  
4.   An Information Brochure about the New York Magic Show.  
  
5.   CLE’s application for participation in the New York Magic Show. This may be filled up and send back to CLE, on priority basis.  
  
6.   Application form for reimbursement of airfare expenses.

**Keeping in view the overall expenses, the participation fee fixed for built up booths (Studio Deluxe Package, as per sketches attached) of 9 sq. mtrs for both Footwear and Leather Garments & Goods Sections are given below**:-

         MAI Subsidized fee – Rs. 4.30 lakhs + 18% GST  
  
         Un-subsidized fee – Rs. 6.80 lakhs + 18% GST

As per standard booth package, fair organizer will be giving the display items, as shown in the attached sketches. Any other items will be extra and payment has to be settled by the participants concerned directly to the fair organizer, for such additional items.

**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 reason 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 also with an upper ceiling of Rs. 1,25,000/-**, subject to the Airfare Funding Approval by the Government for 2023-24 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 2023-24 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 9 sq.mtr. by NEFT/RTGS in favour of Council for Leather Exports **on or before Wednesday, the 10th May, 2023.**  **Members may please note that  MAI subsidy will be available for a maximum of 20 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 10th May, 2023:-**

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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**