20th July, 2023

CLE/HO/IMD/APLF-ASEAN/2023-24

To.

**The Members of CLE**

Dear members,

Sub:-    **Participation in the 2nd edition of APLF ASEAN, Bangkok, Thailand (October 25-27, 2023), on self financing basis**

This is to inform that the APLF (Asia Pacific Leather Fair) Hong Kong authorities are organizing the 2nd edition of APLF ASEAN **at Queen Sirkit National Convention Center, Bangkok, Thailand from 25th to 27th October, 2023.** The Queen Sirikit National Convention Center (QSNCC) is located at the heart of downtown Bangkok, conveniently served by the subway. Like in Hong Kong, there will be two different sections for finished leather & components (APLF) and for finished products (Fashion Access Fair) in Thailand as well. The Details of the fair are given below:-

**APLF ASEAN Special Edition**

Dates : October 25-27, 2023
Venue : Halls 1-2, Queen Sirikit National Convention Center
                        (QSNCC), Total area 11,500 square metres
Concurrent Events      : APLF Leather, Materials+, Fashion Access
Number of Exhibitors        : Estimated 400+ Exhibitors

**Why ASEAN?**

* Countries including **Thailand**, Vietnam, Cambodia, Malaysia, the Philippines and Indonesia together create a strong manufacturing and transaction hub of leather and leather goods
* Top-class leather community accounts for over 2.5B USD import of raw hides, skins and leather, a number closely equivalent to China
* Over 0.3B USD export of leather goods including footwear, handbags and travel goods, also imports more than 3B USD of leather goods

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| **Why Bangkok, Thailand**         Thailand has been a strong transaction hub of leather and leather goods with proximity to core manufacturing countries in ASEAN         Bangkok has firmly established its tourist infrastructure which is ideal for APAC buyers from ASEAN, Hong Kong, Japan, South Korea, Taiwan, etc. |

***Who are we going to meet?***

Exhibiting companies can meet Asia Pacific buyers of the following sectors:-

* Brand owners / buying offices / designers
* Traders of leather, materials, components and machinery
* Distributors of chemicals
* Manufacturers of leather goods, garments, footwear, etc

         Fashion goods retailers / wholesalers

**CLE’s participation in the APLF ASEAN**

CLE has organized group participation of 13 companies in the 1st edition of APLF ASEAN held during October 19-21, 2022 in Bangkok, Thailand. During the 3 days show, 269 buyers visited the booths of CLE participants and 158 one to one business meetings were held. Business worth Rs. 9124.27 lakhs has been generated.

Considering the positive business outcome reported by the companies those who have participated in the 1st edition of the APLF Thailand, CLE is planning to organize participation of members in the 2nd edition of the fair to be held during 25th to 27th October, 2023.

**Participation of members in the 2nd edition of APLF Thailand will be organized on self financing basis in the absence of MAI approval.**

**Participation fee:**

Keeping in view the overall expenditure with regard to space rent, stand construction, membership subscription fee of the fair organizer, marketing and promotional expenses, members those who are interested to participate in the above said event has to pay an **unsubsidized fee** of Rs. 5,17,000/- + 18% GST, for a built up stand of 9 sq. mtrs.

Keeping in view the above, members those who are interested to participate in the Special edition of APLF ASEAN, Bangkok, Thailand, on self financing basis, may confirm their participation by sending the attached application form, duly filled in, to CLE at the earliest possible, not later than **15th August, 2023**. Participation fee, as notified above, may be remitted to CLE’s below given bank account and inform us the UTR details:-

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| Customer ID | 5219031810 |
| Account Title | COUNCIL FOR LEATHER EXPORTS |
| Account Number | **60003456780** |
| Account Activated date | 25/05/2023 |
| Account Type | SAVINGS ACCOUNT |
| Bank Name | IDFC FIRST Bank Limited |
| Branch Address | CHENNAI – NUNGAMBAKKAM BRANCH |
| Bank IFSC code | IDFB0080102 |

**Visa :**

Members have to arrange Visa to Thailand on their own. Please 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.

With best wishes,

R. Selvam, IAS
Executive Director
Council for Leather Exports