CLE/HO/IMD/FLS-AUSTRALIA/2023 12th July, 2023

**To**

**The Members of CLE**

Dear Members,

**Sub: Participation in the *Footwear & Leather Show Australia (November 21-23, 2023), Melbourne, Australia with MAI funding support***

CLE is organizing group participation of member-companies in the *Footwear & Leather Show, Melbourne, Australia to be held during November 21-23, 2023, with the funding support of Government of India, under MAI Scheme.*

**About the Fair:**

The Footwear & Leather Sourcing Show scheduled during November 21-23, 2023 will be co-located with International Sourcing Expo Australia, which was launched in 2010 and has been held annually since then. *Footwear & Leather Show Australia* is a dedicated footwear & leather products show and will form part of the International Sourcing Expo Australia and the China Clothing & Textile Expo.  It has been decided to launch this show in 2016 in Melbourne, to provide a dedicated focus on footwear and leather sourcing in direct response to feedback from the Australian Trade and international exhibitors in these sectors. As per the Organizers, the Show attracts major brands and buyers from across Australia and New Zealand.

Exhibitors from Asia, Europe and beyond are showcasing their designs, ranges and capabilities at this focused industry event.

**Visitors profile** include Department Store & Retail Group buyers, Owners & Directors; Senior Management & Executives; Product Developers; Merchandisers; Planning Managers, Sourcing Agents, Quality managers, Designers, Brand Agents, Institutional Buyers and Media.

**Publicity**

The Organizers have offered exhaustive publicity support *for CLE’s participation in the event* through Website,  Direct mail,  Social Media etc. as part of the package.

***CLE’s participation in Footwear & Leather Show, Australia during November 21-23, 2023 under MAI Funding :*** Considering the market potential and member companies interests in participation, the Council is organizing group participation of members in the Footwear & Leather Show, Australia during November 21-23, 2023 to be held in **Melbourne Convention & Exhibition Centre, Melbourne, Australia** in a separate CLE India Pavilion.

**23 Booths have been earmarked for CLE in a prime location (at the main entrance of the exhibition hall). *The prime location will be available to CLE Members for confirmations upto July 30, 2023.***

**Exhibit Categories :** Footwear (Leather & Non-leather) & Leather Goods/Accessories (including gloves), Leather Garments, footwear components, fiinished leather

**Key Target Audiences :**

The primary target audience is comprised of importers, chain stores, wholesalers, retailers, distributors, department store buyers and buying houses from Australia and New Zealand.

Secondary target audience: Wholesale and emerging trade buyers who are currently not sourcing from India but who have an interest in learning more about India through the auspices of the CLE brand with a view to developing supply partnerships with Indian companies.

**Participation Costs for CLE Members-** Considering the Cost of Space, stand construction, Display Accessories, and Registration and insurance charges, the Cost **of Subsidized Participation** **for a 9 sq m built up Stand works out to  Rs. 2.24 lakhs + 18% GST. The unsubsidized participation fee for 9 sq.mtr stand is Rs 4.08 lakhs + 18% GST.**

**Besides, there will be an additional charge @ Rs. 15,000/- + 18% GST for ‘Corner booths’. It may please be noted that, we have very limited number of Corner booths hence the booth allocation will be made, strictly on first-come-first-served basis.**

**Display Accessories Package**

The Standard package includes the following:

CLE Stand Package **‘Option-A’**

-      Built up stand of 9 sqm in line with new FLS structural design.
-      Up to 15 meters of shelves
-      1 waste bin
-      1 table + 3 chairs
-      3 spot lights
-      1 power point

CLE Stand Package **‘Option-B’**

-      Built up stand of 9 sqm in line with new FLS structural design.
-      Up to 12 meters of shelves + upto 3 meters of rails
-      1 waste bin
-      1 table + 3 chairs
-      3 spot lights
-      1 power point

***Any other Additional Accessories / Extra Requirement of the display accessories will be charged additionally to the participants, by the fair organizer/stand constructor.***

**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.

**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.g. Africa, LAC, WANA, ASEAN, etc).

**MAI Air Fare Reimbursement:**

Members who are eligible to participate at the MAIS- Subsidized Participation Fee are eligible to claim Airfare Reimbursement also **(economy class airfare)** with an upper ceiling of Rs. 90,000/-, subject to the Airfare Funding Approval by the Government for 2023-24 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 50 lakhs to*  *Rs.50 Crores* |
| *c.* | Reimbursement of airfare to the companies having **nil exports/ start-ups/ new exporters** will be allowed up to 10% of the total number of participants (for example, if 20 companies are participating in an event, only 2 companies of the said category will be eligible for airfare reimbursement). The policy of ‘first-come-first-served basis’ will be applied for selection of companies under this category. This will be subject to the following conditions:      a. The amount of airfare reimbursable will be 50% of the economy fare, subject to market-wise ceilings prescribed in the Scheme guidelines     b. The exporter should be active in the domestic market and has at  least annual turnover of **₹50.00 lakh** in the preceding financial year.(Note: For other exporters also (apart from companies having nil exports/ start-ups/ new exporters), it will be necessary to have minimum annual **export turnover** of ₹50 lakh in the preceding financial year to avail reimbursement of airfare) |
| *d.* | Members to have completed 12 months of Membership and is regularly filing returns with the concerned EPC. |
| *e.* | *Person attending the fair –*Regular Director / Partner / Proprietor OR ‘regular officer of the company on senior managerial position’ |
| *f.* | *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 |
| *g.* | Claim forms (with original boarding pass), duly filled in and complete in all respects must be submitted to CLE within 45 days of return to India. |
| *h.* | 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 30th July, 2023.**  **Members may please note that  MAI subsidy will be available for a maximum of 23 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 30th July, 2023:-**

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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 |

**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