10th August, 2023

CLE/HO/IMD/IFLPS-NY/2023-24

To.
The Members of CLE

Dear Members,

Sub:- **India Footwear & Leather Products Show (IFLPS) in New York, USA (November 7-8, 2023) - WITH MAI FUNDING SUPPORT**

We are glad to announce that, CLE is organizing an India Footwear & Leather Products Show (IFLPS) in New York, USA during November 7-8, 2023, with MAI funding support.

**Trade Statistics**

The United States of America is the single largest importer of footwear, leather and leather products from India. India’s export of footwear, leather and leather products to USA has reached to the level of USD 1173.08 million during April-March 2022-23, as compared to USD 1158.24 recorded during April-March 2021-22. USA accounts for 22.30% of India’s total export of the above said products during financial year 2022-23.

It is also pertinent to note that, during 2021-22, USA has imported footwear, leather and leather products worth USD 35321 million, whereas, India’s export to USA during this period was USD 1158.24 million only, holding a share of 3.28% in the overall import of such products by USA.

The above figures clearly indicate that, enormous opportunities are available for Indian exporters for increasing their share of export to the United States of America.

**CLE’s IFLPS in USA**

In order to provide a platform to the Indian exporters of footwear, leather and leather products for increasing their share of export to USA, CLE is organizing the IFLPS in New York during November 7-8, 2023. We are expecting minimum 150 buyers in this show.

**Product Display by Indian Exhibitors**

                     Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children
                     Leather Garments (Jackets, pants, motorbike jackets etc)
                     Leather Goods & Accessories (Handbags, purses, belts, pouches, small leather goods etc)
                     Leather Gloves (fashion, fancy, industrial)
                     Non-Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children

**Marketing Agency**

CLE is availing the service of Ms. Karen Giberson, President of Accessories Council, USA as the event management agency for conducting the show, including the task of bringing targeted number of Buyers. The Accessories Council is partnering with trade show veterans, Tom Nastos and Scott Chowan to execute CLE’s IFLPS in New York City.  Tom and Scott bring years of experience to the team and will lead the operational execution of the show. Ms. Karen has offered the below booth package:-

Items to be included as **STANDARD** in the 10’x10’approximated Square Foot (SqFt) booth for each company (Sample Illustration Below):

         Pipe and drape walls (8’ back wall, 3’ side wall) Or (8’ back wall and side walls)
         3 Display Fixtures – either hanging racks or shelves or combination thereof
         1 Table, 2 chairs and 1 wastepaper basket per booth
         1 Booth sign / name fascia (with logos)

The following are not included in the ‘Standard Booth Package’ and will be offered to the participants by the Marketing Agency, on  payment basis:-

         Supplemental lighting (depending on venue and availability)
         Supplemental electrical point (depending on venue and availability)
         Broad shoulder hangers, ‘S’ hooks and stuffing paper
         Additional hanging racks or shelves
         Additional tables or chairs

In the month of September 2023, BluEnsign and the Accessories Council will host a zoom preparation session for the factories (Indian exhibitors), for educating them what to bring and how to prepare the samples in advance.  The goal is to ensure that the factories (Indian exhibitors) are bringing market right samples and representatives, upping their chances for success.

**MAI funding Support:**

CLE is organizing participation of members in this event with the funding support of Govt. of India under MAI Scheme and  funding support will be available for a maximum of 40 companies (those who are remitting participation fee to CLE first).  Members are also eligible to claim Airfare reimbursement **(economy class airfare)** with an upper ceiling of Rs. 1,50,000/- for this event,  as per the MAI Guidelines.

**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.

**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. 1,50,000/-, 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 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.

**Participation Costs for CLE Members-** Considering the Venue cost, Stand Construction, Display Accessories, Registration and insurance charges, marketing and promotion of the event etc, we are notifying the participation charges, as under, for a 9 sq. mtrs fully built up booth:-

|  |  |  |  |
| --- | --- | --- | --- |
| Category  | Participation charges for 9 sq. mtrs. built up stand | GST @ 18% | Total amount to be paid |
| **MAI subsidized fee** | Rs. 2,52,500/- | Rs. 45,450/- | Rs. 2,97,950/- |
| Un-subsidized fee | Rs. 5,01,875/- | Rs. 90,338/- | Rs. 5,92,220/- |

**Besides, there will be an additional charge @ Rs. 15,000/- + 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.**

**Visa :**

Members have to arrange Visa to USA 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.

**Payment of participation fee :**

Keeping in view all the above, members may participate in the IFLPS in New York and remit the participation fee, as notified above,  **to CLE’s below given bank account and inform us the UTR details latest by 23rd August, 2023:-**

|  |  |
| --- | --- |
| 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 |

**It may also please be noted that, MAI funding support would be available for a maximum number of 40 Indian exhibitors and participation will be confirmed, on first-come-first-served basis, on the basis of receipt of full and final participation fee in CLE’s bank account.**

The attached application forms, duly filled in, may be sent back to CLE, on priority basis.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports