No.CLE/HO/IMD/L.TECH BAN./2023                   12th July, 2023

To

**The Members of CLE**

Dear Members,

**Sub: Participation in 9th edition of LEATHERTECH BANGLADESH, November 2-4, 2023 at International Convention City, Bashundhara, Dhaka, BANGLADESH under MAIS 2023-24**

We wish to inform that the Council proposes to organize group participation of Members in the LEATHERTECH Bangladesh 2023 trade show scheduled during November 2-3, 2023 at International Convention City, Bashundhara, Dhaka, BANGLADESH under MAI funding support 2023-24.

**About the LEATHERTEC Bangladesh 2023**

Over the years LEATHERTECH Bangladesh has established itself as a not-to-be-missed technology sourcing event for the Footwear and Leathergoods sector. The tradeshow will showcase the sustainable technology for the future, Finished Leather sourcing needs for expansion and modernization of the Industry. The exhibit profile is comprehensive and the local industry has taken benefit from the presence global leaders by visiting in person and interacting with them.

**Post-Show Report:**

The last edition of the fair attracted over 8000 business visitors from the Leather Tanning, Leather footwear, Leather goods manufacturing and exporting sector from all parts Bangladesh and other countries who showed keen interest in the new technology on display and solutions offered by various exhibitors from different parts of the world in the areas of productivity, quality, design and Product Diversification needs of the sector.

**Council’s participation in the LEATHERTECH Bangladesh**

Considering the market opportunities in Bangladesh for **Finished Leather, Footwear and Footwear Components** and also based on the positive feedback from our member companies, the Council proposes to organize member participation in LEATHERTECH Bangladesh in the 9th edition under MAI funding support 2023-24.

**Participation Fee:**

**The Subsidized Participation fee is Rs 84,000/- + 18% GST for 12 sq.mtrs built-up Stand and un-subsidized participation fee is Rs. 1,72,000/- + 18% GST, which includes the following display accessories and services**:

• One Information Counter

• Four Chairs

• Six Spot Lights

• Three Wooden Shelves or Three Hanging Rods (for Components & Accessories) / Leather hanging facilities all the three sides (for Finished Leather)

• One Glass Round Table

• One 5 Amp Plug Point

• Name Fascia (Two Fascia in case of two-side open booth)

• High Raise Fascia Board with INDIA PAVILION branding (Two High Raise Board in case of two-side open booth)

• Built-up Booth with Panel

• Carpet

• Entry of Company / Product Profile in the Exhibitor Directory

• One Waste Paper Basket

• Two 1 Litre Water Bottle (for 4 days each)

**The participants have to bear the cost of additional accessories on their own if they require.**

**MAI funding Support:**

CLE is organizing participation of members in the fair with the funding support of Govt. of India under MAI Scheme and  funding support will be available for a maximum of 20 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. 90,000/- 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. 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.

**Visa :**

Members have to arrange Visa to Bangladesh 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 those who are interested to participate in the upcoming edition of the Leathertech Bangladesh, may remit the participation fee, as notified above, **to CLE’s below given bank account and inform us the UTR details latest by 5th August, 2023** so that we can confirm CLE’s space requirement to the fair organizer accordingly.

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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 |

**It may also please be noted that, MAI funding support would be available for a maximum number of 20 companies 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.**

Considering all the above, members may consider their participation in the upcoming Physical edition of the Leathertech Bangladesh and confirm their participation to CLE by return mail, by sending the attached application forms, duly filled-in.

With best wishes,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports