**To.**

**The Members of CLE**

Dear members,

Sub:- **CLE’s participation in the NSC Safety Congress & Expo, New Orleans, LA, USA (October 23-25, 2023) – WITH MAI FUNDING SUPPORT**

This is to inform that, CLE is organizing participation of members in the **NSC Safety Congress & Expo, New Orleans, LA, USA** to be held during October 23-25, 2023, with the funding support of Government of India under MAI Scheme. CLE is organizing participation of members in this fair, for the first time. The fair details are as under:-

         *Date*:  October 23-25, 2023
         *Location*:  Ernest N. Morial Convention Center, New Orleans, LA
         *Entrance Locations*:   There will be 3 entrances to the Expo Hall.

**Here are a few quick highlights about the attendees/visitors of the show (as informed by the fair organizers):**

* **45%** of the attendees are from organizations with 1,000 or more employees
* **96%** of the attendees have purchasing power
* **70%** of the attendees plan to spend up to $49,999; **37%** plan to spend more than $50,000
* **13%** of the attendees will purchase immediately**, 35%** within 6 months and more than **43%** within 12 months
* **Over** 2,000 attendees work for distributors

*Complete details about the show have been given in the attached brochure*.

Members can display the following products in this fair:-

-    Industrial leather gloves
-    Industrial garments/aprons
-    Safety footwear
-    Industrial Tool Kits
-    Any other products relating to Industrial safety & Occupational health

**Participation fee:**

Taking in to account the overall expenses with regard to space cost, booth construction with required display accessories, charges on account of registration, catalogue entry, marketing and promotion etc., we are notifying the participation charges, as under:-

         MAI subsidized charges for a 9 sq. mtrs. Built up stand (with required display accessories) = Rs. 3,72,230/- + 18% GST
         Un-subsidized charges for a 9 sq. mtrs. Build up stand (with required display accessories) = Rs. 6,22,230/- + 18% GST

There will be an additional charges for ‘Corner booths’ @ Rs. 15,000/- + 18% GST. Corner booths will be allotted on 'first come first served basis' and also subject to availability.

**VISA:- Please also note participants will have to arrange US Visa on their own.** However, CLE will issue visa recommendation 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 participation 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 participation 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 participation in a year is allowed, provided each one of these is in different market (e.g. 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 with an upper ceiling of Rs. 1,50,000/- (**economy class airfare**), subject to the Airfare Funding Approval by the Government for 2023-24 and in compliance to 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 participation 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 21st July, 2023.**  **Members may please note that  MAI subsidy will be available for a maximum of 15 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 21st 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