CLE/HO-IMD/SPOGA-Feb/2024 12th October, 2023

To

**The Members of the Council (Saddlery & Harness Products)**

Dear Members,

**Sub:- Participation of members in the Spoga Horse Fair, Cologne, Germany, February 3-5, 2024**

**About the Market**

Germany is the second-largest global importer of Harness and Saddlery items, with its imports increasing from US $ 172.41 million in 2018-19 to US $ 264.28 million in 2022-23. India accounts for a share of 13.86% in the overall import of Saddlery & Harness products by Germany during 2012-23.

**CLE’s participation in the Spoga Horse Fair (February 2024)**

With the aim of enhancing our market share for saddlery & harness products in Germany, the Council is planning to organize “Group Participation” of 30 member exporters in a total area of approx 360 Sq.mt in the February 2024 edition of Spoga Horse fair with support from the Market Access Initiative Scheme (MAIS) for 2023-24.

**Important (Visa):**

Members have to arrange Visa to Germany on their own.  However, CLE will arrange for the Visa Recommendation Letters from our end, if required. *Kindly note that non-issuance of Visa will not be considered as valid reason for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation after confirmation will not be allowed.*

**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.

**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.**

**Participation fee**

Keeping in view the overall expenses, we have fixed the participation fee as under for 12 sq. mrts space (**Raw space**):-

-      MAI Subsidized fee : Rs. 2,01,720/- + 18% GST **(Rs. 2,38,030/- inclusive of GST)**  
-      Un-subsidized fee : Rs. 4,39,520/- + 18% GST  **(Rs. 5,18,635/- inclusive of GST)**

The above given charges are inclusive of;

(i)                  **Space cost (raw space)** for 12 sq. mtrs.  
(ii)                 AUMA fee @ EURO 0.60 per sq. mtrs.  
(iii)                Lump sum power cost @ Euro 21 per sq. mtrs  
(iv)               Down payment for service @ Euro 19/sqm  
(v)                 Marketing package @ Euro 1219/company  
(vi)               Garbage charges @ Euro 132.72/company  
(vii)              Common interpreter/water charges

We would like to reiterate that, **the above quoted participation fee is only for raw space** and participants have to engage their own stand constructor for building booths and hiring display accessories. As informed by the fair organizer, the system stands can be booked via the online configurator: <https://koelnmesse.mystand-configurator.de/en/spoga-horse-Fruehjahr-2024/en/BOOTH-VARIANTS/System-stands/>

Accordingly, members interested to participate in the upcoming February, 2024 edition of Spoga Horse fair, Germany may please remit the full and final payment, as notified above, to CLE’s below given bank account, **latest by 31st October, 2023**  so that we can inform our total 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 please be noted that, MAI funding support would be available for a maximum number of 30 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.** Please inform us the UTR details once the payment is remitted in CLE’s bank account. Please note that, only upon receipt of full and final participation fee, we may be able to book your space.

Considering all the above, members may consider their participation in the Physical edition of the Spoga Horse Fair, Germany to be held during February 2024 and confirm their participation to CLE by return mail, by sending the attached application forms, duly filled-in.

With regards,

**R. Selvam, IAS**  
**Executive Director**  
Council for Leather Exports