1st September,  2023

To.

The Regional Directors, CLE  
The Assistant Director, CLE, Agra  
The Office Incharge, CLE, Jalanadhar

Dear All,

It is requested that the below circular along with attached docs may please be sent to members of  the following products in your region and confirm the action taken to Head Office:-

                     Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children  
                     Leather Bags  
                     Non-Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children

With regards,

Vijaya Kumar. C  
Assistant Director  
International Marketing Department   
Council for Leather Exports   
Head Office, Chennai-600 034, India

CLE/HO/IMD/100 th Expo Riva/2023-24 1st September, 2023

To  
  
**All Members (Footwear & Leather Goods-Bags)**  
  
Dear Members,

**Sub: CLE’s participation in the 100th edition of Expo Riva Schuh & Garda bags, Garda, Italy, January 13-16, 2024 under MAIS 2023-24**

Members are kindly aware that Council has been organizing group participation of members in the Expo Riva Schuh (Footwear Section) and Gardabgs (Bags Section) Italy, regularly. The **100th edition (physical) of Expo Riva Schuh and Gardabags, Italy, will be held during January 13-16, 2024.**

**CLE’s participation in the 100th Garda fair with MAI support**

CLE’s proposal seeking MAI funding support for organizing participation of **35 members** in the above said fair was approved by the Empowered Committee on MAI Scheme. Accordingly, taking into account the expenses i.e. space rent, stand construction, cleaning charges, visa letter fees, common interpreter, water and stuffing paper, and marketing and promotional expenses etc., we are notifying the MAI subsidized participation fee and un-subsidized participation fee for the January 2024 edition of the fair, as under. As per suggestions received from members, in the 100th edition of the Garda Fair, CLE is offering two types of booths (White Octonorm modular stands & Custom made wooden stands) and members can choose any one model:-

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Space/ Booth Size** | **Raw Space @ Rs. 19,950/- per sqm** | | **Fully built-up booth Octonorm modular stands @ Rs. 29,885/-per sqm.** | |
|  | **un-subsidized cost** | **MAI Subsidized fee** | **un-subsidized cost** | **MAI Subsidized fee** |
| 12 sq mt | Rs. 2,39,400/- | **Rs. 29,400/-** | Rs. 3,58,620/- | **Rs. 88,620/-** |
| 16 sq mt | 3,19,200/- | **Rs. 1,09,200/-** | Rs. 4,78,160/- | **Rs. 2,08,160/-** |
| 18 sq mt | Rs. 3,59,100/- | **Rs. 1,49,100/-** | Rs. 5,37,930/- | **Rs. 2,67,930/-** |
| 24 sq mt | Rs. 4,78,800/- | **Rs. 2,68,800/-** | Rs. 7,17,240/- | **Rs. 4,47,240/-** |
| 30 Sq mt | Rs. 5,98,500/- | **Rs. 3,88,500/-** | Rs. 8,96,550/- | **Rs. 6,26,550/-** |
| 36 Sq mt | Rs. 7,18,200/- | **Rs. 5,08,200/-** | Rs. 10,75,860/- | **Rs. 8,05,860/-** |

         18% GST has to be added on all the above payments.

         As confirmed by the fair organizers, Companies those who have participated in the June, 2023 edition can retain their space of 12 sq. mtrs., however, minimum space available for the New Companies (in the 100th edition of the fair) would be 16 sq. mtrs.

        Above quoted built up booth charges (@ Rs. 29885/- per sq. mtrs) are for ‘Octonorm Modular Stands’. Companies those who would like to build Customs made wooden stands, through M/s Masters SRL, Italy, have to pay @ Rs. 39,085/- per sq. mtrs (un-subsidized charges) for the built up area (space + construction). Eligible members can avail MAI subsidized rates for Custom made booths as well (will be calculated and inform to members, on case to case basis).

         As stipulated by the Stand Constructor, they may be able to construct Customs made Wooden Stands for the space of 24 sq. mtrs and above.

        ***In addition to the above quoted charges, the fair organizer will be charging @ Euro 400 (Rs. 36,000/-) for ‘old participants’ and @ Euro 750 (Rs. 67,500/-) for new participants.* Hence companies may add this payment also while remitting the participation fee to CLE's bak account.**

**The above participation fee will be applicable for the companies participating both @ Expo Riva Schuh (Footwear Section) and Gardabags (bags section) in the 100th edition of the Garda Fair, Italy.**

**Allocation of Space to CLE’s participants @ 100th Garda Fair**

**Important guidelines & deadlines, as stipulated by the Garda Fair organizers**

    **For ‘Old Exhibitors’**

-      As informed by the fair organizer, participants those who have participated in the June, 2023 edition of the fair will get the same space/location, subject to the condition that, such companies have to confirm their space by remitting applicable space cost on or before 8th September, 2023. In this case, participants cannot increase/decrease the area and they have to take the space as it is as like in the June, 2023 edition.

-      If space is not confirmed (with payment) before 8th September, 2023, the space will be allotted to other interested companies by the fair organizer/CLE. However, all such changes need to get approval from the fair organizers.

-      In case the Old exhibitors (those who have participated in the June, 2023 edition) don’t want the same space and would like to go for a new location or a bigger space, as informed by the fair organizer, they may not be able to guarantee that such companies will get a new location or the extra space they are requesting due to huge demand for space in the January, 2024 edition.

    **For ‘New Exhibitors’**

-      ‘New Exhibitors’ have to compulsorily submit the New Exhibitors registration form through the file at this link [Prospect exhibitors list for admission\_CLE\_100](https://docs.google.com/spreadsheets/d/1rzVYiTKw5LfowyR1lTs_02bXUxAyhPzm/edit?usp=sharing&ouid=107633344566541263224&rtpof=true&sd=true) on or before 7th September, 2023. Submission of this format is a mandatory requirement for the New exhibitors.

-      The fair organizer will scrutinize all such requests received from the ‘New exhibitors’   
-      It is upto the organizing committee of the Garda Fair to accept or reject the participation requests of the New Exhibitors, considering their product/ company profile and above all availability of space.   
-      Once the stand allocation committee of the Garda Fair Organizers approves an application, they will send contract to CLE for space booking.  
-      As informed by the fair organizer, places for shoe exhibitors are extremely limited, hence they are unable to confirm/commit giving space for the new exhibitors in the January, 2024 edition of the fair.   
  
Minimum available space for the New Exhibitors would be 16 sq. mtrs. (only built up space, as per CLE’s standard booth package would be available for the New Exhibitors)

**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:**

**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:-

|  |  |
| --- | --- |
| *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 Italy on their own. However, CLE will arrange for the Invitation Letters from the Organizer (2 Invitation Letters per participating company will be issued without any additional charges). For more than two letters, there will be charges of Euro 30 (Rs. 2,700/- per person), payable to the Fair Organizer. **With regard to issue of visa invitation letters, participants may note the following:-**

* **CLE/Fair Organizer will issue visa invitation letter to a maximum of 3 persons per participating company.**
* **Representatives of the participating company (other than Directors/Partners/ Proprietor of the firm) has to submit copies of their salary certificate, appointment letter, PF No. etc.) to prove that the applicant is a regular employee of the company.**

Please note that non-issuance of Visa or any other reasons 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 and payment once deposited to CLE will not be refunded for whatever reasons, until and unless the fair is cancelled by the organizer.

Keeping in view all the above, members those who are interested to participate in the 100th edition of the Garda Fair, Italy, are requested to remit full and final participation fee (including the additional charges applicable for ‘old’ and ‘new’ exhibitors), to CLE’s below given bank account and inform us the UTR details **on or before 7th September, 2023.** GST @ 18% may be added on the total amount payable:-

|  |  |
| --- | --- |
| 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 is very important to mention that, like in the previous editions, CLE will confirm our space requirement to the fair organizer, strictly on the basis of remittance of full and final payment by the participating companies.**

**Members may also please note that, MAI subsidized rates would be available for a maximum number of 35 companies (ExpoRivaSchuh and Gardabags together) and participation with subsidy will be confirmed on first come first served basis, based on the order of receipt of payment in CLE’s bank account.**

The attached application forms, duly filled in, may be sent to us while confirming your participation.

Best regards,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports