CLE/HO/IMD/APLF-Hong Kong/2023-24 5th October,2023

**To**

**The Members of CLE**

Dear Members,

Sub:- **Participation of CLE in the Asia Pacific Leather Fair (APLF), Hong Kong (March 19-21, 2024) under MAI Scheme 2023-24**

**About APLF LEATHER**

APLF is the world’s leading leather trade show where a huge range of leather and components can be found. APLF is positioned for the sourcing of leathers further “downstream” or related to the manufacturing industries of leather goods and mid to high quality footwear. As informed by the fair organizer, the March, 2024 edition of their Show will be held in Hong Kong.

**Display Profile :**

Hides & Skins; Semi-finished / Crust Leather; Finished Leather; Finished Leather – Animal Source; Exotic Leather; Finished Leather – Fur / Trimmings; Tanning / Leather Finishing Machinery & Parts; Chemicals / Allied Materials for Tanning.

**Venue:** Hong Kong Convention and Exhibition Centre, Hong Kong

**CLE Participation in the APLF Leather (March 19-21, 2024)**

Council for Leather Exports is organizing an ‘India Pavilion’ for Finished Leather, Components & Accessories in the APLF Leather Fair – March 2024 **under MAI funding**. The Council is offering Built-up Booths of Minimum Size 9 sq m at subsidized cost (un-subsidized fee will be charged on extra space), *which can be increased further in multiples of 3 Sq Meters, subject to availability.*

**Participation Fee**

-          Subsidized Participation Fee for 9 Sq.mt built up booth (with all required display accessories) : Rs. 4,28,580/- per Participant
-          Un- Subsidized Participation Fee for 9 Sq.mt built up Booth (with all required display accessories): Rs. 5,59,980/- per Participant

**Stand Allotment in APLF Fair** – It may kindly be noted that Stands to individual participating companies will be allocated by APLF organizer themselves, considering the size & dimensions of stands, Hall layout & other technical aspects. Hence, **Stand Allotments will not be done by the CLE in the APLF Fair.**

**MAI funding Support (for airfare reimbursement):**

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 30 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 Hong Kong 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 APLF Leather Fair in Hong Kong, may remit the participation fee, as notified above, **to CLE’s below given bank account and inform us the UTR details  as soon as possible** 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 30 companies and participation (with subsidy) 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.**

Accordingly, members may consider their participation in the upcoming Physical edition of the APLF Leather Fair,  Hong Kong and confirm their participation to CLE by return mail, by sending the attached application forms, duly filled-in.

With best regards,

R Selvam, IAS
Executive Director
Council for Leather Exports