CLE/HO-IMD-/MAGIC/August 2024             22nd March, 2024

To  
**The Members of the Council**   
(Footwear, Leather Goods/Accessories & Garments)

Sub:-  **CLE’s participation in the Sourcing at Magic & Footwear Sourcing @ Magic, Las Vegas, USA (August 19-21, 2024) with MAI funding support**

Dear Members,

**MAGIC** is the world’s largest Footwear, Apparel and Accessories Trade Show in North America, consisting more than 70% of the buying and selling community in the United States.  MAGIC Show consists; MAGIC men, MAGIC Women, WSA & Magic, FN Platform, Sourcing @ Magic-Footwear, Sourcing @ Magic-Unisex for contract manufacturers.

**CLE’s participation in the Sourcing @ Magic AND Footwear Sourcing @ Magic**:-     Considering the size & potential of the US market and the opportunities available for the Indian exporters, the  Council proposes to organize ‘India Pavilion’ in the Magic for Footwear and Sourcing @ Magic for Leather Garments, Goods/Accessories.  CLE’s participation in the August 2024 edition of the Magic Show is likely to be subsidized under MAI Scheme of the Government of India.   **Keeping in view the overall expenses, the participation fee fixed for built up booths for both Footwear and Leather Garments & Goods Sections are given below**:-

|  |  |  |  |
| --- | --- | --- | --- |
| MAI Funding Support | Details of space | Footwear Exhibitors | Leather Garments/Leather Goods/ Accessories exhibitors |
| **Subsidized participation fee** | Built up booth of 10x10 size – 100 sq.ft | **Rs. 4,98,136/- + 18% GST** | **Rs. 5,08,939/- + 18% GST** |
| Un-subsidized participation fee | Built up booth of 10x10 size – 100 sq.ft | Rs. 7,48,136/- + 18% GST | Rs. 7,58,939/- + 18%GST |

* + **EARLY BIRD DISCOUNT:-            The Companies those who are confirming their space booking with full and final payment before 5th April, 2024 (Friday), will get a special early bird discount @ USD 200 (Rs. 16,600/-), for a 9 sq. mtrs booth.  This amount may be reduced from the above notified participation fee.**

**MAI funding support for August, 2024 show**

CLE's proposal seeking MAI funding support was approved by the Steering Committee on MAI Scheme, however, Empowered Committee approval is awaited.  The above notified subsidized rates will be applied subject to the Empowered Committee approval.

Keeping in view the above, members interested to participate in the August 2024 edition of Souring @ Magic/Footwear Sourcing @Magic may please send the attached dully filled in application form and Airfare application form along with full and final participation fee (subsidized or un-subsidized as the case may be), for a minimum sized booth of 100 sq.ft. by NEFT/RTGS in favour of Council for Leather Exports as early as possible.    **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 FULL AND FINAL participation fee in CLE’s below given bank account-**

|  |  |
| --- | --- |
| 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 |

**Visa :**

Members have to arrange Visa to USA on their own. However, CLE will arrange for the Visa Invitation Letters.  Please note that non-issuance of Visa will not be considered as a valid ground for withdrawal subsequent to confirmation of participation. Hence, withdrawal from participation or refund of participation fee 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. 1,50,000/-, subject to the Airfare Funding Approval by the Government for 2024-25 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 2024-25 and compliance of the above Conditions.

With best regards,

R. Selvam, IAS  
Executive Director  
Council for Leather Exports