24th January, 2024
CLE/HO/IMD/AFLEX/2024

To.

The Members of CLE

Dear Members,

Sub:- **CLE Participation in the Africa International Footwear and Leather Products Exhibition (AFLEX KENYA 2024) : May 29-31, 2024 (ON SELF FINANCING BASIS)**

**About the event**
The AFLEX KENYA 2024- Africa International Footwear & Leather Products Exhibition will be held at the Sarit Expo Centre, Nairobi, Kenya from 29 - 31 May 2024. The Show is jointly organized by VERIFAIR Dubai and Lead Exhibitions Turkey. Lead Exhibitions Turkey is a well-known name globally in the footwear & leather industry as the top partners of EXPO RIVA GARDA FAIR, Italy and many others.

**About the market**

African footwear and leather markets are growing continuously at an impressive rate of over 5.29% per annum with a current market value of US $ 15.35 billion. Indeed, it is unfolding lot of new business opportunities for Indian exporters who wanted to foray into this vast Continent with growing middle-class population. The number of middle class Africans has tripled over the last 30 years to 313 million people, or more than 34% of the continent’s population. As per the current estimates, African middle class will grow to 1.1 billion (42%) by 2060.

As per the statistics, KENYA is still the largest Economy of Central & East Africa.

**AFLEX Kenya 2024** is a one-of-its-kind sourcing Trade Fair in African Continent which will open up new opportunities for brands and buyers not just to discuss contemporary trends, but also network and build long lasting partnerships between businesses and businesses and their counterparts. At AFLEX 2024, one can find the best-in-class trade buyers who cater to the entire East African market.

AFLEX 2024 will also feature Country Pavilions from TURKEY, EGYPT and CHINA and many others.  There are about 125 + international Exhibitors, 3000+ Trade Visitors and 750 Key Buyers are expected to attend this business event in Kenya.  AIFLEX Kenya 2024 Brochure is attached.  For more details about the show; please refer [www.aflexonline.com](http://www.aflexonline.com)

**Exhibit Profile**

* 1. Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children
	2. Leather Garments (Jackets, pants, motorbike jackets etc)
	3. Leather Goods & Accessories (Handbags, purses, belts, pouches, small leather goods etc)
	4. Leather Gloves (fashion, fancy, industrial)
	5. **Non-Leather Footwear** (Shoes, Sandals, Chappals) Ladies, Gents, Children)
	6. Footwear Components (shoe uppers, soles, insoles and other components)
	7. Safety & Defence Products i.e.Safety Shoes/Military Boots, Industrial Leather Gloves, industrial aprons, industrial tool kits etc.
	8. Finished Leather

**Visitor Profile**

         Brands
         Retail Chains and Buying Houses
         Departmental Stores
         Wholesalers and Distributors

**CLE’s proposed participation in the AFLEX 2024**

CLE’s participation in AFLEX KENYA 2024- Africa International Footwear & Leather Products Exhibition, ON SELF FINANCING BASIS as there is no MAI funding. Considering the size & potential of the AFRICAN market and the opportunities available for the Indian exporters, the Council proposes to organize ‘India Pavilion’ in the AFLEX Kenya 2024- Africa International Footwear & Leather Products Exhibition.

**Participation charges**

Based on CLE’s interference, the fair organizer has offered very special discount for CLE members and accordingly, taking into account the venue cost, stand construction, marketing and promotional charges etc., we are notifying the participation charges, as under:-

|  |  |  |
| --- | --- | --- |
| Participation charges for 9 sq. mtrs. fully built up stand | GST @ 18% | Total amount to be paid |
| Rs. 2,23,340/- | Rs. 40,202/- | Rs. 2,63,550/- |

**Booth Package**

The fair organizer will be offering the following ‘Standard Booth Package’ for CLE participants:-

9 Sqmt Shell Scheme Package - 3 chairs, one round table, lockable counter, floor carpet, 6 spotlights, 4 shelves per panel (27 Flat Panels / 9 sqmt booth) and India Pavilion Branding.

Keeping in view the above, members may avail the opportunity to participate in the AFLEX 2024 and confirm their participation by remitting full and final participation fee, as notified above, to CLE’s below given bank account latest by 15th March, 2024:-

|  |  |
| --- | --- |
| 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 be noted that, the fair organizer has blocked 30 booths for CLE members in a prime location and booths will be allotted by the fair organizer on first-come-first-served basis (based on the order of remittance of participation fee in CLE bank account).

The attached application form, duly filled in, may be sent back to CLE, on priority basis.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports