CLE/HO/IMD/MAIS/Euro Shoes/2024-25 18th April, 2024

   
  
To.  
**The Members of CLE**  
  
Dear members,   
  
Sub:- **Organizing 'CLE India Pavilion' in the Euro Shoes Moscow Premiere Collection, Russia (August 27-30, 2024) with MAI funding support**  
  
CLE propose to organize group participation of member-companies in the Euro Shoes Moscow Premiere Collection, Russia (August 27-30, 2024) with MAI funding support. CLE, for the first time, is organizing participation of members in this international exhibition.   
  
**About the Event**  
  
The key international exhibition of shoes, bags, garments and accessories for the Russian market, which has been held for more than 10 years. Every year, the entire fashion industry of Russia attends Euro Shoes and CPM.  
  
This expo is an excellent opportunity for Indian Exporters to explore the vast Russian & CIS Markets. It is also not out of place to mention here that most of the EU producers are currently not very active in Russian markets due to the current political situation prevailing in that part of the world.  
  
The largest orders of European clothing and footwear are placed only at Euro Shoes and CPM. Visitors are professional buyers from all regions of Russia and CIS countries. Meet potential distributors and importers from Russia. Sign profitable contracts and learn all about the innovative technologies and services offered today for wholesalers of apparel, accessories and footwear. Strengthen business relationships with current partners. Guaranteed to find new partners through Euro Shoes and CPM.  
  
Buyers are eagerly waiting to get a sneak peek at next season's collections nearly a year ahead, giving them a chance to place orders early.    
   
For more details, members may visit the show website at <https://euroshoes.moscow/> or check out their social media pages for photos and videos from past events.  
  
   
**CLE’s participation in the Euro Shoes Moscow Premiere Collection, Russia**:-     Considering the size & potential of the Russian market and the opportunities available for the Indian exporters, the  Council proposes to organize ‘India Pavilion’ in the Euro Shoes Moscow Premiere Collection, Russia to be held during August 27-30, 2024.  CLE’s participation in this fair is likely to be subsidized under MAI Scheme of the Government of India.   **Keeping in view the overall expenses i.e. space cost, stand construction with all required display accessories, registration charges, marketing and promotion expenses etc., we are notifying the participation charges as under:-**

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| --- | --- | --- | --- |
| Category | Participation charges for 9 sq. mtrs. built up stand | GST @ 18% | Total amount to be paid (including GST) |
| MAI subsidized fee | Rs. 3,05,000/- | Rs. 54,900/- | Rs. 3,59,900/- |
| Un-subsidized fee | Rs. 4,95,000/- | Rs. 89,100/- | Rs. 5,84,100/- |

**Booth Package:-**  
  
As per standard booth package, CLE will be offering the following to the participants, for a 9 sq. mtrs. booth:-

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| --- |
| **India Pavilion Special Package** |
| Hard Wall Structure |
| Shelves in 3 layers |
| Chairs- 3 Nos |
| Waste Basket- 1 No |
| Fascia Name |
| Spot Light- 4 Nos |
| Power Socket |
|  |

Items not included in the above Package will be extra and price on account of such extra items needs to be paid by the exhibitor concerned directly to the fair organizer/stand constructor.   
  
**MAI funding support**  
  
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 Euro Shoes Moscow Premiere Collection, Russia 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 9 sq. mtrs. 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 Russia 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 as per 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 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 in compliance of the above Conditions.    
  
With best regards,  
  
  
R. Selvam, IAS  
Executive Director  
Council for Leather Exports