

4<sup>th</sup> August, 2023  
CLE/HO/IMD/DIFLEX/2023

To.

The Members of CLE

Dear Members,

**Sub:- Participation in the Dubai International Footwear and Leather Exhibition (DIFLEX 2023) : December 11-13, 2023**

### **About the event**

The **DIFLEX 2023**- Dubai International Footwear & Leather Exhibition will be held at the **InterContinental Festival Arena, Dubai Festival City** from 11-13 December 2023. 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.** DIFLEX 2023 is a one-of-its-kind sourcing Trade Fair that will open up the largest platform to the brands and buyers not just to discuss contemporary trends, but also network and build long lasting partnerships between businesses and businesses and their counterparts. The event will focus on showcasing world's finest footwear, leather and finished products ranging from finished leather, leather footwear, footwear components, leather garments, leather goods & accessories etc. Exhibitors will display niche and exclusive range of products produced sustainably. At DIFLEX 2023, one can find the best-in-class trade buyers who cater to the entire Middle Eastern market.

DIFLEX 2023 will feature Country Pavilions from TURKEY, INDIA, EGYPT, CHINA, PAKISTAN, BANGLADESH and many others. There are about 200 + international Exhibitors, 5000+ Trade Visitors and 1000 Key Buyers are expected to attend this business event in Dubai. DIFLEX 2023 Brochure is attached. For more details about the show; please refer [www.diflexonline.com](http://www.diflexonline.com)

### **CLE's proposed participation in the DIFLEX 2023**

The proposal submitted by CLE to the Ministry of Commerce and Industry, seeking MAI funding support for organizing participation of members in this DIFLEX 2023 is under consideration of the Ministry. Since many other countries have already booked space in the fair, in order to get a prime location, it is imperative that we have to confirm our space requirement to the fair organizer, at the earliest possible. Accordingly, CLE is planning to organize participation of 40-50 Indian exporters of footwear (leather and non-leather), footwear components, leather garments, finished leather, leather goods and accessories (including leather gloves) in the DIFLEX 2023, on self financing basis. In the event of MAI approval at a later stage, the subsidy amount will be reimbursed to the participants by CLE.

## 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:-

Category	Participation charges for 9 sq. mtrs. built up stand	GST @ 18%	Total amount to be paid
Un-subsidized fee	Rs. 2,28,876/-	Rs. 41,198	Rs. 2,70,080/-

**We are hopeful of sanction of MAI funding support for this fair and in the scenario of MAI approval, an approx amount of approx Rs. 1.30 lakhs will be returned back to the participants as MAI subsidy, from the above notified participation fee.**

## Booth Package

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

- 9 Sqmt upgraded Shell Scheme Package - 3 chairs, one table, floor carpet, 6 spotlights, shelves /rails, India Pavilion branding + 3 days lunch by Inter Continental Festival City

Keeping in view the above, members may avail the opportunity to participate in the DIFLEX 2023 and confirm their participation by remitting full and final participation fee, as notified above, to CLE's below given bank account latest by 18<sup>th</sup> September, 2023:-

Customer ID	5219031810
Account Title	COUNCIL FOR LEATHER EXPORTS
Account Number	<b>60003456780</b>
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 40 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 remittance of participation fee in CLE bank account). It is also pertinent to inform that, the MAI funding support (if approved) will be available for a maximum of 40 companies, those who are remitting full and final participation fee to CLE first.

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