

3rd March, 2025

CLE/HO/IMD/AFLEX-SA/2025

To.

The Members of CLE

Dear Members,

Sub:- CLE's Participation in the Africa International Footwear and Leather Products Exhibition (AFLEX 2025), Durban, South Africa : July 15-17, 2025

About the event & Market

AFLEX SOUTH AFRICA 2025-South Africa International Exhibition for Footwear, Leather Products & Accessories, Machinery, Manufacturing Technology, Raw Materials and Chemicals will be held during **15-17 JULY 2025 at Durban Exhibition Centre, Durban, South Africa.**

USD 15.35 billion African Footwear & Leather Products markets with 5.29% growth is on the focus! **South Africa** is the largest exporter of footwear, leather and leather products in Africa, however, 90% of the finished goods are still imported. International companies are upbeat about the South Africa, and they want to make South Africa as their base.

It is expected that around 150+ global brands, suppliers of machinery and raw materials will showcase their products and services to the industry. Indeed, AFLEX South Africa shall gather the best-in-class trade buyers from the whole of Africa and beyond. The show in Durban, which is fast emerging as a major hub for footwear and leather industry in the Continent of Africa, will be really fruitful. For more details about the show; please refer www.aflexonline.com

Exhibit Profile

- a. Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children
- b. Leather Garments (Jackets, pants, motorbike jackets etc)

- c. Leather Goods & Accessories (Handbags, purses, belts, pouches, small leather goods etc)
- d. Leather Gloves (fashion, fancy, industrial)
- e. Non-Leather Footwear (Shoes, Sandals, Chappals) Ladies, Gents, Children)
- f. Footwear Components (shoe uppers, soles, insoles and other components)
- g. Safety & Defence Products i.e.Safety Shoes/Military Boots, Industrial Leather Gloves, industrial aprons, industrial tool kits etc.
- h. Finished Leather, Components and Materials

Visitor Profile

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

CLE's Proposed Participation in the AFLEX 2024

CLE's application seeking MAI funding support for organizing participation of members in the AFLEX, South Africa 2025 is under consideration of the Ministry. Meantime, keeping in view the short time available, we are announcing CLE's participation on self financing basis and once we receive MAI approval, MAI support will be extended to the participating companies.

Participation charges

Keeping in view our longstanding relationship, the fair organizer has offered very special discount for the companies participating through CLE and accordingly, taking into account the venue cost, stand construction, marketing and promotional charges etc., we are notifying the un-subsidized participation charges, as under:-

Participation charges for 9 sq. mtrs. fully built up stand	GST @ 18%	Total amount to be paid
Rs. 2,68,625/-	Rs. 48,353/-	Rs. 3,16,978/-

In the event of MAI approval, the participation fee will be reduced to approx. Rs. 1,53,000/- + GST for a 9 sq. mtrs. fully built up booth.

In that case, eligible companies can claim airfare reimbursement upto a maximum of Rs. 1.50 lakhs per company, for their participation in the said fair.

An amount of Rs. 8000/- + GST will be charged for corner booths (over and above the participation fee).

Interested members can book their booth by remitting an advance amount of Rs. 1.50 lakhs + 18% GST to CLE's bank account. Balance amount may be remitted once CLE announce the MAI subsidized rates.

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.

Visa

Members have to arrange Visa to South Africa on their own. However, CLE will arrange the Invitation Letters. Please note that non-issuance of Visa or any other reasons 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 and payment once deposited to CLE will not be refunded for whatever reasons, until and unless the fair is cancelled by the organizer.

Accordingly, applications (in the attached format) are invited from the interested members for participation in the AFLEX, Durban, South Africa 2025. Participants are requested to apply through the Online Portal <https://clemarketaccess.com> . Participation fee may be remitted to CLE's bank account through the payment gateway in the Portal. For any support for submitting the application/remitting payment, please write to support@clemarketaccess.com ; epo-imdfairs2@cleindia.com ; epo-imdfairs1@cleindia.com

Last date for confirming participation

The fair organizer has given time to CLE till 30th April, 2025 for informing our final space requirement. Hence members are requested

to kindly confirm their participation before 30th April, 2025 by remitting the advance amount of Rs. 1.50 lakhs + 18% GST to CLE's bank account.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports