

10th March, 2025
CLE/HO/IMD/DIFLEX/2023

To.

The Members of CLE

Dear Members,

Sub:- Participation in the Dubai International Footwear and Leather Exhibition (DIFLEX 2025) : September 23-25, 2025, with the Special Funding Support offered by the Fair Organizer

This is regarding participation of CLE members in the Dubai International Footwear and Leather Exhibition (DIFLEX) to be held during September 23-25, 2025 **at the Festival Arena, Dubai Festival City**. The last edition of DIFLEX was held in the month of December, 2024 and now they have preponed the Show to September.

About the Event

The 5th edition of the DIFLEX Dubai 2025, the B2B Sourcing Trade Fair for Footwear, Bags, Accessories, and Garments is offering scalable opportunities for high quality buyer acquisition and direct engagement with top selling 250 Brand owners from 20 Countries.

As informed by the fair organizer , the annual bulk procurement process starts at least six months prior to the season of RAMZAN / EID in the whole of Middle East. In order to harness the RAMZAN / EID season related bulk purchases, they have shifted the show to September from December.

The surging retail spends in MENA to catalyze footwear and leather industry growth to nearly USD 28 billion. MENA retail market valued at over USD 800 billion, currently is growing at 7.12 %, and is poised to grow to USD 1,401.32 billion by 2032, thanks to the rising purchasing power and disposable income, coupled with increasing demand for luxury products was driving growth.

DIFLEX Dubai 2025 -Major Highlights

- ***250 Brands/ Producers in showcase.***
- ***600+ Hosted Buyers***
- ***5000+ Trade Visitors***
- ***Dubai Designers Conclave- featuring best in class footwear & leather products designers***
- ***Middle Footwear Awards- Recognising best talents in Footwear industry***
- ***Shoewise Dubai - Footwear Fashion Show***

Show website: www.diflexonline.com

In the 2024 edition of the fair, CLE has organized participation of 44 member-companies.

CLE's proposed participation in the DIFLEX 2025

Considering the fact that, there will not be any MAI funding support for this event, we have taken up the matter with the fair organizer, for offering a Special Discount Package for participation of CLE members in the DIFLEX 2025. Accordingly, keeping in view the longstanding relationship, the fair organizer has agreed for offering a highly subsidized package for CLE members. The Special package/rates offered by the fair organizer will be applicable for the companies participating through CLE only. Accordingly, CLE is planning to organize participation of 30-40 Indian exporters of footwear (leather and non-leather), footwear components, leather garments, finished leather and materials, leather goods and accessories (including leather gloves) in the DIFLEX 2025, on self financing basis, with the Subsidized Package offered by the fair organizer.

Participation charges

Taking in to account the subsidized package offered by the fair organizer, we are notifying the participation charges, as under:-

Category	Participation charges	GST @ 18%	Total amount to be paid
9 sq. mtrs. built up stand	Rs. 2,63,132/-	Rs. 47,364/-	Rs. 3,10,496/-
6 sq. mtrs. built up stand	Rs. 1,75,422/-	Rs. 31,576/-	Rs. 2,06,998/-

*** It may please be noted that, the above quoted Special Prices will be applicable for the first 30 bookings, thereafter, normal rates (will be notified) will be applicable.**

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

Booth Package

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

- 1) . . . 9 Sqmt upgraded Shell Scheme Package - 3 chairs, one table, floor carpet, 6 spotlights, shelves /rails, India Pavilion branding

Visa

Members have to arrange Visa to UAE on their own. However, CLE will arrange for 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 DIFLEX 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

Keeping in view the above, members are requested to participate in the DIFLEX, 2025 and confirm their participation as soon as possible, latest by 15th May, 2025, by remitting full and final participation fee to CLE's bank account.

Best regards,

R. Selvam, IAS
Executive Director
Council for Leather Exports