



### Welcome to the February 2010 issue of LEATHER NEWS INDIA !

As the USA is the largest importing country of leather and leather products in the world, there is a need to undertake continuous and sustained marketing campaign in this country so as to promote the country brand image. Though the Council has been participating in the fairs in WSA Show and Magic Show events in USA, a stand-alone event projecting Indian exporters has not been held in this country since the past 7 years. Considering this, the Council organized a Buyer Seller Meet event in New York during January 18 - 20, 2010 in which 23 member-exporters participated. A detailed report on this event is given in the **Special Feature** section.

The recently concluded Silver Jubilee edition of India International Leather Fair 2010 ended on a positive note witnessing the largest number of exhibitors and an impressive buyer turnout. A comprehensive report on IILF 2010 and the concurrent events held during this fair is also included in the **Special Feature** section. Also featured in this section is a detailed report on 44th Leather Research Industry Get-together (LERIG 2010) organized by Central Leather Research Institute.

The Expo Riva Schuh Fair, which is one of the most popular footwear fairs among Indian exporters, was held during January 2010 amidst expectations of recovery in the global leather market. The Council organized the participation of 59 member-exporters in this fair in an area of 1021 sq.mtr. A report on this event is given in the **Fair Report** section.

The Embassy of India in Croatia has sent a comprehensive report on the leather and footwear market in Croatia. Besides import data, the report has useful information like details of importers, warehousing facility and details of shipping agents and airline companies. As Croatia is an unexplored market for us, this article will give useful inputs to the Indian exporters of leather and leather products. This article is featured in the **Market Report** section. A brief report on the present situation in the German equestrian sports goods industry is also included in this section.

In the **Trends** section, we have included in the Shoes and Bags Trends for Spring Summer 2011, along with photographs. In this section, we have also included the details of exhibits at the "Urban" segment in the forthcoming March 2010 edition of GDS in the **Trends** section.

The 10th Chapter of International Union of Environmentalists (IUE) Commission on cleaner tanning technology, which focuses on restricted products in leather sector, is incorporated in the **Technology** section.

In the **Opportunity** section, we have provided information on the Seminar to be organized by the Indian High Commission in Kuala Lumpur on March 18, 2010. The objective of the Seminar is to promote business collaborations and investment into the Indian Leather Industry. Besides presentations on the Indian Leather Industry, the event will also have B2B meetings in which Indian companies will have an opportunity to interact with their Malaysian counterparts.

In the **Regional Round-up** section, write-ups on the visit of Secretary, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India to MSME – Technology Development Centre (Central Footwear Training Institute), Chennai and on the Sanjoy Sen Memorial Lecture organized in Kolkata on January 14, 2010 have been incorporated.

Besides, there are other regular features like News Bytes and Export Performance.

I hope you will find the information in this edition useful.

Warm regards

**Ali Ahmed Khan**

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Council for Leather Exports

