

Expo Riva Schuh Fair, Garda, Italy, January 10-13, 2015

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exporivaschuh
International Shoe Fair



About Expo Riva Schuh :

Expo Riva Schuh is today's leading international exhibition for volume production footwear at a mid-range price point. It is Europe's most important event for this market segment. Expo Riva Schuh is a meeting place for international business: an event where companies and buyers from around the world meet and interact.

There are companies from Italy and Europe, as well as the increasingly important presence of companies from India, China, and Brazil - the world leaders in footwear production

Expo Riva Schuh is the first event in the international fair calendar. This means visitors get a thorough preview of offerings and can plan orders well in advance. For exhibitors, it represents the first opportunity to test out collections and fine-tune production plans. Expo Riva Schuh is also the last event in the ordering calendar for quick production and restocking options. This innovative



Mr. Roberto Pelligrini, President, Riva Del Garda Fiere Congressi addressing the Press Meet

feature is designed for those fair visitors – approximately 35% of those in attendance - interested in restocking options or new models for the upcoming season.

This feature actually serves a two-fold purpose; it also makes Expo Riva Schuh an excellent opportunity to identify international market trends and shifts, a real added value.

The organizers held a Press Meet on the opening day of the fair.

Visitors at Expo Riva Schuh

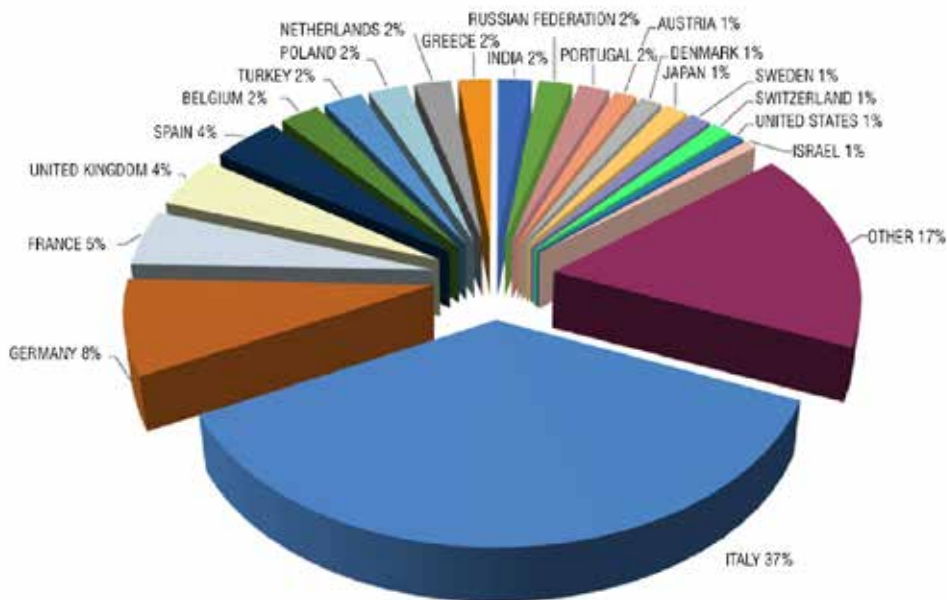
Expo Riva Schuh is the leading international event dedicated to the business sector of volume footwear; the privileged meeting point between supply and demand of the most important world markets. An event with a high level of internationalization,

that brings together in one single appointment companies and buyers from all over the world. Expo Riva Schuh is the exhibition that opens the international fair calendar; a real concrete business platform that provides the opportunity to gain an ideal observation point from which to discover previews of the collections, plan orders in advance for the season and get early feedback from the market. Expo Riva Schuh has always placed business first, reinforcing its role as a crossroads of European trade for the volume footwear sector. 12,552 trade visitors attended the January 2015 edition. The event registered increase of visitors from Russia, Poland, China and India .

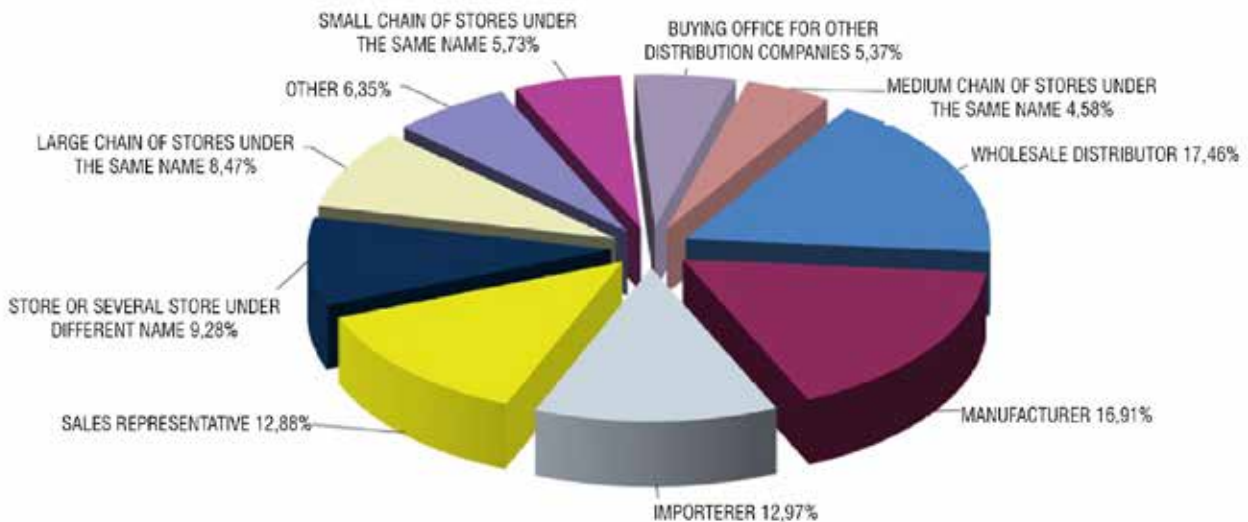


(from left) Mr. Naresh Bhasin, Regional Chairman, CLE (West) ;
 Shri Rajesh Sehgal, General Secretary, AFMEC &
 (Back Row) Shri Javed Iqbal;, Member, COA, CLE at the Press Meet

BREAK-UP OF VISITORS (COUNTRY-WISE)



EXPO RIVA SCHUH VISITORS BY BUSINESS TYPE



About 83rd Edition of Expo Riva Schuh International Shoe Fair

Expo Riva Schuh, the international show dedicated to volume footwear reached the important milestone of its 83rd Edition that was held during 10-13, Jan, 2015 at Riva Del Garda, presenting the new collections for Autumn/Winter 2015-16 for men, women and children for all those buyers who need to purchase collections ahead of time.

This important event had 1331 exhibitors, including 984 overseas exhibitors covering an exhibition area of 32,500 net square metres of exhibition area. The exhibitors displayed previews of their collections for Autumn/Winter 2015/16 season.

The major visitors to the Fair are Italian and foreign organized distribution; department stores, hypermarkets, purchase groups, mail-order, chains of shops, large-scale organized retail, wholesalers, importers. Small chains and Italian and foreign retailers.

As per the Post Fair Report, the Jan 2015 Edition welcomed 12,552 visitors, confirming the event's role as the best accredited opportunity for comparison on the world market of footwear for large-scale distribution and big purchase groups, but also for

retail looking to add more accessible yet fashionable items alongside higher bracket goods.

The Exhibitors at Expo Riva Schuh Fair were from 35 countries viz. Albania, Austria, Bangladesh, Belgium, Brazil, Bulgaria, Canada, China, Hong Kong, India, Indonesia, Israel, Italy, Lithuania, Malaysia, Mexico, Morocco, Netherlands, Pakistan, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Turkey and UK

Trade Scenario

India's export of Leather and Leather products for the financial year April-March 2013-14 touched US\$ 5908.82 mn as against the performance of US\$ 5015.41 mn in the corresponding period of last year, recording a positive growth of 17.81%. European Union, with a share of 57%, USA 11%, Hong Kong 8%, UAE 3%, China 3%, Africa 1% are the major markets for Indian leather & leather products.

Import of leather & leather products into European Union touched US\$ 67361.30 mn in 2012, accounting for a share of 41.95% in the global leather import trade of US\$ 160.53 bn. Import of footwear (leather and non-leather) into the European Union touched US\$

44235.72 mn in 2012 accounting for a share of 43% in the global footwear import trade of US\$ 102.90 bn. Hence, the European Union is a major market for further enhancing India's footwear export. India's export of leather & leather products to the EU touched US\$ 3.40 bn accounting for a share of close to 5%.

Italy is the 4th largest import of leather & leather products in the world (US\$ 9746.65 mn), accounting for a share of 6.07% in the global leather import trade of US\$ 160.53 bn. Importantly, Italy is the 6th largest global importer of footwear at US\$ 4932.25 mn in 2012, accounting for a share of close to 5% of the global footwear import trade of US\$ 102.90 bn.

On the other hand, Italy is the 4th largest importer of leather & leather products from India accounting for a share of 8.73% in India's total leather export trade of US\$ 5908.82 mn during 2013-14. Out of India's total leather & leather products export to Italy, Footwear alone holds a major share of 36% in 2013-14. India's export of different categories of footwear to Italy has increased from US\$ 163.66 mn in 2012-13 to US\$ 183.7 mn in 2013-14, registering a positive growth of 12.24%.

A Statement showing EU's import of Footwear, India's export and share

(Value in Mn \$)

Details	2008	2009	2010	2011	2012	2013
Leather Footwear						
Import	25486.17	21978.82	22898.44	25901.60	24448.60	NA
India's export	942.32	1015.83	1173.66	1350.78	1244.53	1407.21
% share of India	3.70%	4.62%	5.13%	5.22%	5.09%	
Non-Leather Footwear						
Import	14911.84	14686.50	17421.01	20543.86	19787.12	
India's export	20.46	16.25	18.51	17.55	11.46	11.60
% share of India	0.14%	0.11%	0.11%	0.09%	0.06%	

Source: ITC, Geneva

wIndia's Export, DGCI&S

A Statement showing Italy's import of Footwear, India's export and share

(Value in Mn \$)

Details	2008	2009	2010	2011	2012	2013
Leather Footwear						
Import	3197.15	2947.37	3164.06	3572.96	3128.51	
India's export	164.67	170.66	183.46	191.17	146.57	167.30
% share of India	5.15%	5.79%	5.80%	5.35%	4.68%	
Non-Leather Footwear						
Import	1613.10	1536.12	1796.10	2119.84	1803.75	
India's export	3.34	2.21	3.48	3.55	1.37	1.28
% share of India	0.21%	0.14%	0.19%	0.17%	0.08%	

Source: ITC, Geneva

wIndia's Export, DGCI&S

CLE India Pavilion at Riva Del Garda – January 10-13, 2015

The Council for Leather Exports (CLE) as a part of its export promotion programme, approved by the Department of Commerce & Industry for the year 2014-15 under MDA Scheme organized group participation of 67 member companies in a total area of 1294.50 sq.mtr. Through the Council, such a large contingent of Indian Exporters represented in the world's premier shoe event dedicated to the medium footwear segment.

The products on display covered footwear for gents, ladies, children, sandals, sports wear, heavy duty hiking shoes, comfort shoes, boots, ankle boots, chappals, mojari & jooti etc.

Besides this, about 51 Indian companies directly participated in the fair. As the fair is more popular among Indian exporters, more and more companies are trying to obtain space in the Fair, both directly and through the Council.

Shri. Arun Kumar Sharma, Consul, Consulate General of India, Milan, Italy visited the India Pavilion and interacted with all the Indian participants and about their product of display at Expo Riva Schuh Fair.



Shri. Arun Kumar Sharma, Consul, Consulate General of India, Milan, Italy being welcomed by officials of Riva Del Garda Fiere Congressi and CLE



Shri. Arun Kumar Sharma, Consul, Consulate General of India, Milan, Italy along with CLE officials Mr. E.L.Samson,; Mr. Rajakumar and Mr. Dhanasekaran

INTERACTION OF CONSUL, CGI WITH PARTICIPANTS



As in the case of other exhibitors, Indian exhibitors too began their preparations for the fair apprehending the negative fallout of the current global economic crisis. However, our interactions with the Indian exhibitors showed that regular customers have all visited their booth and some of the exhibitors also had new visitors, which shows that the footwear segment is offering opportunity even in these difficult times.

List of Participants for 83rd edition of Expo Riva Schuh Garda Fair, January 10-13, 2015

Sl.No	Name of the Company	Place
1	Ahmed International	Kanpur
2	Alaz Exports	Chennai
3	Amar Brothers Global (P) Ltd	Kanpur
4	AMPEL	Chennai
5	Array Fashion Pvt Ltd	Kanpur
6	Arvind Footwears (P) Ltd	Kanpur
7	Ascot International	Agra
8	B.N.Enterprises	Delhi
9	Baco Metallic Industries	Delhi
10	Bandejjia Traders	Agra
11	Bharat Expo International	Delhi
12	Calico Trends	Kanpur
13	Emco Exports	Agra
14	Euro India Exports- Two stands	Kanpur
15	EXCELSIOR LEATHERS PVT LTD	Kolkata
16	Expo International	Agra
17	Flourish Shoes	Kanpur
18	G.G.FOOTWEAR	Agra
19	Global Export	Kanpur
20	Global Footwear	Agra
21	Global Impex	Delhi
22	HKHR International	Agra
23	HMA LEATHER EXPORT PVT LTD	Agra
24	I.A. Leather (India) Pvt. Ltd.	Kanpur
25	IMZA SCM	Chennai
26	Indian Leather Company	Mumbai
27	Indian Leather Creations	Mumbai
28	J.J.Trade Links P Ltd	NOIDA
29	J.M FOOTWEAR EXPORTS PVT. LTD	Agra
30	Janex	Delhi
31	Jute Wonders Unlimited	Delhi
32	K. K. Leather Mart	Agra
33	K.G. Footwear Exports (P) Ltd.	Kanpur

Sl.No	Name of the Company	Place
34	K.S.S.Shoe Industry	Agra
35	Kapsons Worldwide	Agra
36	Karam Udyog	Agra
37	Kundra International	Agra
38	Leather Linker Footwear Pvt Ltd	Agra
39	Leayan Global Pvt Ltd	Kanpur
40	Leo Wet Blue Leather Pvt Ltd	Jalandhar
41	Lexpo International	Mumbai
42	Model Footwear Pvt Ltd	Delhi
43	Naaz Exports Pvt Ltd	Kanpur
44	Oom Exports	Agra
45	Pakkar Leather Export Co	Chennai
46	People's Exports Pvt Ltd	Agra
47	Perfect Footwear	Agra
48	Prachi Leathers (P) Ltd	Kanpur
49	R.S.V. Worldwide	Agra
50	Renuka Enterprises	Agra
51	Riding House	Kanpur
52	Sachdeva Overseas	Agra
53	Sakay Overseas	Delhi
54	Silver Line Fashion	Kanpur
55	STYLO SHOES PVT LTD	Kolkata
56	Sumanglam Footwear Pvt Ltd	Delhi
57	Super Shoes Limited	Kanpur
58	Super Tannery Ltd	Kanpur
59	Suri Shoes Pvt Ltd	Kanpur
60	SV Shoes Enterprises	Agra
61	Swadeshi Overseas	Kanpur
62	Tirubala International Pvt Ltd	Kanpur
63	Transworld Shoes Pvt Ltd	Agra
64	U V Overseas	Agra
65	Varun Exports	Agra
66	VEERUPAKSHI GROUP	Agra
67	Zeeko Shoe Factory	Agra



Consul, CGI, Milan interacting with Shri Naresh Bhasin, Regional Chairman (West), CLE (left); Shri Rajesh Sehgal, General Secretary, AFMEC and Shri Rattan Kumar, AEPO, CLE (right)



STANDS IN CLE PAVILION



Comments of the Fair Organiser

“The event has it within its DNA to look to international markets and its positioning within the calendar makes it ideal for buyers, especially for large chains – explains Giovanni Laezza, General Director of Riva del Garda Fierecongressi. Over the past few years, we’ve been able to understand the great changes at worldwide level and it has given us great satisfaction to welcome a delegation of international buyers, from Estonia, Lithuania, Poland and Russia. Above all, a very positive sign came from the Russian buyers, who have demonstrated their interest in quality products with a reasonable price-tag. This, for them is a new strategic choice deriving from the difficult moment that the rouble is going through, and Expo Riva Schuh is responding to this both in terms of the target offered and in terms of services. Furthermore, thanks to the programme dedicated to buyers during the days of the fair - coordinated by Promos, the spe-

cial agency for international activities of the Milan Chamber of Commerce – numerous qualified contacts have been made with the exhibitors and great business opportunities for the Italian companies too, who are amongst the worst hit by the market crisis in Eastern Europe.”

In order to strengthen its internationalisation process, Expo Riva Schuh has signed an important three year collaboration agreement with the five major Chinese agencies that represent almost entirely the 412 Chinese companies present at the fair. Expo Riva Schuh is also renewing its agreement with CLE, the Council for Leather Export, to reinforce Indian participation. These are important partnerships that demonstrate a strong bond and great sign of faith on the part of key market players in the world’s footwear markets.

The trend is for a comfort mood and a less aggressive look with more natural colours, shapes and materials.

For women, in particular, ankle boots have become a real must, especially amongst urban and casual styles. We have also seen the return of the boot, classic, sporty or equestrian style. In the collections dedicated to men, the mix of styles on offer show great attention to detail but without going over the top: from biker boots to treated leathers and dark tones, as well as strictly British shoes. In terms of junior footwear, the style is decidedly sporty glam, with kids’ shoes that have a re-designed sporty trend.

In order to meet the needs of exhibitors and visitors, the event’s new dedicated services met with great success. These included Last Minute Solutions, on hand to make the stay easier in Riva del Garda for anyone taking part in Expo Riva Schuh, and the Buyers’ Lounge, a meeting place which, thanks to the partnership with the Trentino Cooks’ Association, for the culinary side of things, showcased products from the Trentino area

STANDS IN CLE PAVILION



Council's Information Booth

With a view to manage the event in a successful manner, Mr. E.L. Samson, Asst. Director, CLE Chennai, Mr. R. Rattan Kumar, SG-AEPO, CLE, Delhi, and Mr.P.Dhanasekaran, AEPO, CLE, Chennai and Mr. P. Rajakumar, PA to ED, CLE, Chennai were present in the Expo Riva Schuh Fair. These Officials coordinated the participation of member-companies with the help of the local interpreters engaged by the Council for assisting the participants.



The Consul with CLE officials and Shri Rajesh Sehgal, General Secretary, AFMEC at CLE Information Booth



CLE representatives Mr. Dhanasekaran and Mr. Samson interacting with Dr. Piernicola Fascetto of Foto Shoes



CLE representatives Mr. Rattan Kumar and Mr. Raj Kumar handing over the participants profile booklet to Mr. Massimo Cipolloni, International Relations Manager, Moda Pelle s.r.l. Italy

The CLE Information Booth also attended to the various queries and provided required information to more than 60 business visitors, about the Indian Leather and Footwear Industry. Besides that, a wide range of Publicity materials on Leather Footwear, Council's Leathers Magazine and Council's Members Directory were also distributed to the Exhibitors / Visitors during the Fair. Likewise, visitors promotion flyers relating to UTIC Conference scheduled to take place in Chennai during Feb 2016 were distributed among the business visitors to visit the forthcoming DILF.

An analysis of the participant's feedback revealed that good number of business meetings were held between the

overseas buyers and the exhibiting companies and concluded with booking of firm orders worth Euro 27,40,000 in addition to future expected business worth approx. Euro 1,70,70,000.

Above all, as per the general feedback, the 83rd Expo Riva Schuh Fair was better for Indian Footwear Exporters in terms of business meetings as compared to the participants from the competitor countries viz. Bangladesh, Brazil, China, Hong Kong, Indonesia, etc. Further it was also observed that India was relatively better in terms of price, collection, quality etc.

STANDS IN CLE PAVILION



Conclusion

This fair provides an excellent opportunity to Indian exhibitors to showcase their latest collections in the leather footwear segment, particularly flat leather footwear for men/women and children. It is therefore, necessary to continue with the future edition of the Expo Riva Schuh

Fair held twice in a year with much bigger contingent.

The 84th Edition of Expo Riva Schuh Fair is scheduled to take place during June 13-16, 2015 with newly Designed Booth constructed in the CLE India Pavilion in Hall A3.