

Two Day Buyer Seller Meet in Toronto, Canada

October 14-15, 2015

By M. Krishnaiah, PRO, CLE and Rattan Kumar, Asst. Export Promotion Officer

About Canada

Canada has the 11th (nominal) or 14th-largest (PPP) economy in the world (measured in US dollars at market exchange rates), is one of the world's wealthiest nations, and is a member of the Organisation for Economic Co-operation and Development (OECD) and Group of Seven (G7). As with other developed nations, the Canadian economy is dominated by the service industry, which employs about three quarters of Canadians. Canada is unusual among developed countries in the importance of the primary sector, with the logging and oil industries being two of Canada's most important. Canada also has a sizable manufacturing sector, based in Central Canada, with the automobile industry and aircraft industry being especially important. With a long coastline, Canada has the 8th largest commercial fishing and seafood

industry in the world. Canada is one of the global leaders of the entertainment software industry.

India-Canada Leather Trade:

Canada is ranked among the top 15 global importers of leather and leather products with an import value of US \$ 3046.67 mn in the year 2013

India's export of leather and leather products to Canada touched US \$ 51.43 mn in 2013-14 as against the export of US \$ 45.71 mn in the corresponding period last year, recording a positive growth of 12.52%. Out of India's total export of US \$ 5908.82 mn

India's major item of export to Canada is Leather Footwear followed by Leather Goods, Leather Garments and Saddlery & Harness etc.,

A statement showing Canada's Import of Leather & Leather Products and India's exports and its share 2009-2013

Value in Mn US \$

DETAILS	2009	2010	2011	2012	2013	2014
Leather						
Import	83.54	95.53	94.19	92.35	90.25	
India's Export	0.65	1.12	1.43	1.25	1.06	0.98
% Share of India	0.78%	1.17%	1.52%	1.35%	1.17%	
Leather Footwear						
Import	919.16	1018.38	1103.55	1120.59	1168.63	
India's Export	7.47	9.40	13.61	14.17	19.17	23.43
% Share of India	0.81%	0.92%	1.23%	1.26%	1.64%	
Footwear Components						
Import	52.31	59.07	63.43	63.6	65.29	
India's Export	1.67	1.10	1.33	0.57	0.84	1.23
% Share of India	3.19%	1.86%	2.10%	0.90%	1.29%	
Leather Garments						
Import	79.30	91.98	88.05	87.03	88.73	
India's Export	8.64	6.96	10.51	13.02	13.11	12.38
% Share of India	10.90%	7.57%	11.94%	14.96%	14.78%	
Leather Goods						
Import	283.44	347.02	415.15	452.89	502.28	
India's Export	6.75	8.13	10.10	12.99	13.57	17.41
% Share of India	2.38%	2.34%	2.43%	2.87%	2.70%	
Saddlery & Harness						
Import	46.22	53.56	55.98	58.81	60.83	
India's Export	2.31	2.55	2.97	3.58	3.41	4.23
% Share of India	5.00%	4.76%	5.31%	6.09%	5.61%	

DETAILS	2009	2010	2011	2012	2013	2014
Non Leather Footwear						
Import	725.40	849.76	985.87	1028.59	1070.66	
India's Export	0.16	0.06	0.07	0.12	0.26	0.21
% Share of India	0.02%	0.01%	0.01%	0.01%	0.02%	
Total						
Import	2189.37	2515.30	2806.22	2903.86	3046.67	
India's Export	27.65	29.32	40.02	45.70	51.42	59.87
% Share of India	1.26%	1.17%	1.43%	1.57%	1.69%	

Source: Canada's Import - ITC Geneva / India's export DGCI&S

Considering our market promotion programmes in Canada, it is expected that the export of Leather and Leather Products from India to this potential market will register sizable increase in the years to come.

Therefore, the Council for Leather Exports has taken necessary efforts and approached the Consulate General of India (CGI), Toronto, Canada so that entrepreneurs of India and Canada may interact and develop trade relation between the two countries.

Appointment of Agency

In consultation and as suggested by CGI, Canada, the Council had engaged Ms.Tamy Mang, LL&A Magazine, LLHA Show Manager, Toronto, Canada (who have 22 years experience in this field) as a agency for the marketing and logistic arrangements like stand construction, stand security etc. and create awareness of the event amongst the Canadian companies and for the mobilizing the buyers to attend the Buyer Seller Meet. The Buyer Seller Meet was organized with the financial assistance under Market Access Initiative Scheme (MAIS) of the Department of Commerce, Govt. of India.

Mobilization of Buyers by Agency

Ms.Tamy Mang, LL&A Magazine, LLHA Show Manager, Toronto, Canada were sent E-News letter to the importers, major chain stores and Industry Associations requesting to visit the Buyer Seller Meet and the advertisements were released in the following magazines and journals to give a wide range of publicity for the BSM.

- 1) Footwear Magazine (Footwear Journal)
- 2) Apparel magazine (Trends Magazine)
- 3) Luggage & leather goods magazine (LL&A Magazine)

Inauguration of the Buyer Seller Meet

The Buyer Seller Meet was inaugurated by Shri Akhilesh Mishra, Consul General, Consulate General of India, Toronto, Canada by formal ribbon cutting at 10.00 a.m. on October 14, 2015 at Hotel Four Points by Sheraton, 6257, Airport Road, Mississauga, ON L4V 1E4, Toronto, Canada in the august presence of Shri R.K. Perindia, Consul General, CGI. Toronto, Shri Javed Iqbal, COA Member, Council for Leather Exports, Officials of CLE, distinguished delegates and participants.



Shri Akhilesh Mishra, Consul General, Consulate General of India, Toronto, Canada (3rd from left) inaugurating the BSM event. (from left to right) Shri M. Krishnaiah, PRO, CLE ; Shri Javed Iqbal, Member, COA, CLE and Shri Rattan Kumar, Asst. Export Promotion Officer, CLE, Delhi ;

Before the inauguration of the BSM, Shri Javeed Iqbal, Member of COA, Council for Leather Exports greeted the Chief Guest Shri Akhilesh Mishra, Consul General and Shri R.K. Perindia, Consul General and flower bouquets were presented to Chief Guest.

Shri M. Krishnaiah, Public Relation Officer, CLE briefly informed about the Indian Leather Industry. Keeping in view the potential of the market, the BSM has been organized by the Council for Leather Exports at Toronto, Canada

Interaction of Consul General with the Participants



Mr. R.K. Perindia, Consul (Commerce), Consulate General of India, Toronto (right) along with CLE officials and industry members



The Consul General at the CLE Information Booth (from left to right) : Mr. R.K. Perindia, Consul (Commerce), Consulate General of India ; Shri Rattan Kumar, Asst. Export Promotion Officer, CLE, Delhi and Shri M. Krishnaiah, Asst. Export Promotion Officer, CLE

After inauguration of the BSM, the Chief Guest along with Mr. R.K. Perindia, Consul (Commerce), Consulate General of India, Toronto visited to the individual booths of the exhibitors and had a brief interaction representative of the participants about the technical aspects of the various products showcased, Consul General was quite impressed after seeking the high quality of products and latest collections of leather footwear, leather garments, leather goods and accessories displayed in the show. The Chief Guest also came to CLE Information Booth and a set of publication were handed over to each of them.

Indian Participants

A total 27 Indian companies have participated and displayed Leather Footwear, Leather Garments, Leather Goods and Accessories etc. the details of Indian participants are given below:

S.No	Company Name	Products to be displayed
1	AMISAL	Leather wallets & body bags
2	Amit Leather Company	ladies Leather Footwear
3	Amit Leather Wears	Leather Jackets and Leather Bags
4	Apex International	Leather Garments
5	Choudhary International Pvt. Ltd,	ladies Leather Sandals
6	D' Lords Footwear & Fashions Pvt. Ltd,	Men's Footwear
7	D2 International	Leather Handbags & SLGS for Mens and Womens
8	Deva International Exim Pvt. Lt,	Leather Wallets, Purses, Bags and Portfolios
9	Explicit Leathers	Leather Garments
10	IGT Exports Ltd,	Leather Handbags, Wallets and Bags
11	Jarosniv Exports Pvt. Ltd,	Leather garments & Leather goods
12	Kanchan Vanijya Pvt. Ltd,	Leather Handbags, Small Leather Goods
13	Kavis Fashions Pvt. Ltd,	Footwear
14	Leatherman Fashion Pvt. Ltd,	Wallets and Bags
15	Leder Pointe	Leather Wallets, purses & Belts
16	Naaz Exports (P) Ltd,	Leather Footwear
17	Prakash Impex	Finished Leather & Leather Garments
18	Quero India Fashion LLP	Leather Goods
19	Ramjee Leathers & Supplies	Leather garments and Bags
20	Sahyog Exports Pvt. Ltd.,	Leather Footwear
21	Shiven Impex Pvt. Ltd,	Leather Garments
22	Skin N Stitch Pvt. Ltd,	Leather wallets & Bags
23	Super Tannery Ltd,	SAFETY SHOES and FASHION SHOES
24	Sunrise Zenith Exports	Leather Garments
25	Saru International Pvt. Ltd.,	Leather Garments
26	Universal Shoes	Shoe uppers & Finished leather in cow, goat, sheep & buffalo
27	Vintage Décor	Leather Goods

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Council's Information Booth

Shri M. Krishnaiah, PRO and Shri Rattan Kumar, AEPO coordinated the Buyer Seller Meet. The queries by visitors, buyers and participating companies who visited the CLE's Information Booth were well attended by the CLE's Officials up-to their satisfaction.

Council's Publications

Catalogue Booklets containing profiles of the participants of BSM, Members Directory-2015 and Monthly Magazine "LEATHER NEWS INDIA", UITIC promotional materials etc. were displayed at CLE's information Booth.

It may be pertinent to mention here that a total 36 Indian companies have enlisted their participation in the Buyer Seller Meet. Due to various reasons at the last moment, the following nine companies have not attended the Buyer Seller Meet.

1. M/s. Avish Global
2. M/s. Classic International
3. M/s. I.K. International
4. M/s. Inspire Exim Pvt. Ltd.,
5. M/s. J.C. International
6. M/s. K.M. Saleem & Co.,
7. M/s. M.F. Leather Goods Mfg. Co.,
8. M/s. Ponds Exports Limited
9. M/s. S.S. International



Mr. R.K. Perindia, Consul (Commerce), Consulate General of India, Toronto (right) at CLE booth

BUSINESS MEETINGS



Feedback of participants

The participants desired that future events should involve aggressive marketing campaign and buyer outreach through concerted and persistent approach involving in-depth homework and market assessment. The participants appreciated the logistic arrangements including stand constructions.

According to the marketing Agency, about 36 buyers attended this event.

Mobilization of Buyers by Agency

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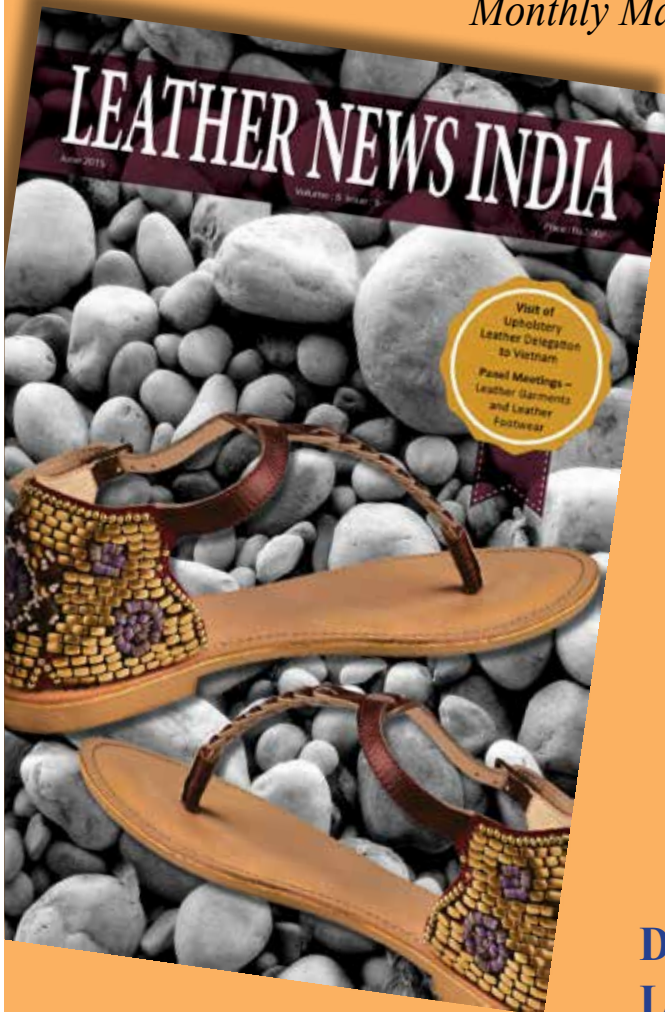
Follow-up was also done with buyers over e-mails and telemarketing.

Conclusion

The Buyer Seller Meet, Toronto was the first initiative of the Council to enhance our export share in this largely unexplored market. The event has paved way for future marketing initiatives in this country

LEATHER NEWS INDIA

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