

BTS Fairs of Shoes, Leather and Leather Goods Fair, Poznan

September 2-4, 2015

A Report by P.Dhanasekaran, Asst. Export Promotion Officer, CLE



POZnań*



About the Poland Market

Poland is one of the major importers of Leather and Leather Products in the East European region. The import of leather and leather products by Poland has been increasing steadily in recent years - from US \$ 1641.04 million in 2008 to US \$ 1772.53 million in 2012. Since joining the European Union in 2004, the country continues to be viewed as a main connecting point for Western and Eastern Europe on account of its strategic geographic location.

Though India's export of leather and leather products to Poland increased from US \$ 26.77 million in 2009 to US \$ 61.56 million in 2013-14, the share of India remains at 2.23% in the Polish market, and hence there is scope for enhancing our share in this country. Poland has a resilient economy and increasing recognition of its brands

POLAND

1. Trends in bilateral trade and investment:

(i) Bilateral trade (I-IV 2015r.) (in USD)

	Export	Import	Total	Growth % of Export	Growth % of Import
Poland's Trade with India*	94.2 million	418.4 million	512.6 million	-	-
Poland's Total Global Trade	69.23 billion	66.80 billion	136.03 billion	4.7%	0.4%

(Source: Polish Ministry of Economy – analysis of I-IV 2015)

(ii) Top 10 items of Polish Export to India (in USD)

s.no	Commodity	Period	Amount	% Share in total Export
1.	Products of cereals, flour, starch, milk, confectionery	January-April 2015	2342854	2.48
2.	Cast iron and steel	January-April 2015	10589849	11.2
3.	Copper and articles of copper	January-April 2015	3607002	3.82
4.	Tools, spoons, knives, forks	January-April 2015	5450014	5.78
5.	Nuclear reactors, boilers, machinery	January-April 2015	21235819	22.5
6.	Organic chemicals	January-April 2015	4341326	4.6
7.	Machinery and electrical devices	January-April 2015	14132516	14.99
8.	Aluminium	January-April 2015	3943207	4.18
9.	Instruments and apparatus, optical, photographic, medical, surgical	January-April 2015	3180341	3.37
10.	Rubber and articles of rubber	January-April 2015	7948149	8.43



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(iii) Top 10 items of Export to the World (million EUR)

s. no	Commodity	Period	Amount (I-IV 2015)	Amount (I-IV 2014)	Percentage Growth %	% Share in total Export
1.	Live animals, products of animal origin	January-April 2015	5438	5156	5.46	12.8
2.	Groceries	January-April 2015	1676	1676	0	3.9
3.	Mineral products	January-April 2015	1436	1913	-24.9	3.3
4.	Chemical products and of other related industries	January-April 2015	5737	5630	1.9	13.5
5.	Rubber & Plastics	January-April 2015	2938	2792	5.22	6.9
6.	Wood pulp, paper	January-April 2015	1172	1035	13.2	2.7
7.	Textiles	January-April 2015	1482	1353	9.5	3.4
8.	Metallurgical products	January-April 2015	4358	4218	-3.2	10.2
9.	Mechanical and electric equipment for recording and reception of the sound	January-April 2015	10719	9878	8.5	25.2
10.	Vehicles, aircraft, a flying unit	January-April 2015	5997	5633	6.4	14.1

(iv) Top 10 items of Polish Import from India (USD)

s. no	Commodity	Period	Amount	% Share in total Export
1.	Nuclear reactors, machinery and mechanical appliances	January-April 2015	21 899 281	5.23
2.	Shoes	January-April 2015	25 775 134	6.15
3.	Plastic	January-April 2015	11 430 611	2.73
4.	Apparel (knitted)	January-April 2015	29 511 715	7
5.	Apparel (non-knitted)	January-April 2015	28 230 922	6.74
6.	Organic chemicals	January-April 2015	102 950 535	24.6
7.	Machinery and electrical devices	January-April 2015	12 887 231	3
8.	Vehicles, non-rail and parts of thereof	January-April 2015	14 265 636	3.4
9.	Cast iron and steel and items made of them	January-April 2015	29 114 298	6.95
10.	Instruments and apparatus, optical, photographic, medical	January-April 2015	8 152 632	1.94

Source: GUS

(v) Top 10 items of Import to the World (mill EUR)

s. no	Commodity	Period	Amount (I-IV 2015)	Amount (I-IV 2014)	Percentage Growth %	% Share in total Import
1.	Live animals, products of animal origin	January-April 2015	3763	3768	-0.1	9.3
2.	Groceries	January-April 2015	1030	1046	-1.52	2.5
3.	Mineral products	January-April 2015	3097	4978	-37.7	7.6
4.	Chemical products and of other related industries	January-April 2015	7306	7437	-1.7	18
5.	Rubber & Plastics	January-April 2015	3051	3119	-2.1	7.5
6.	Wood pulp, paper	January-April 2015	1132	1086	4.2	2.8
7.	Textiles	January-April 2015	2026	1853	9.3	5
8.	Metallurgical products	January-April 2015	4311	4284	0.6	10.6
9.	Mechanical and electric equipment for recording and reception of the sound	January-April 2015	10121	9260	9.2	25
10.	Vehicles, aircraft, a flying unit	January-April 2015	4404	4195	4.9	10.9

Source: Report for I-IV 2015 – Ministry of Economy

Turnover between Poland and India 2011-2014 (in million USD)

	2011	2012	2013	I-XI 2014	2014	I-IV 2015
Turnover	1874.1	1905.9	1961.3	2 088.6	2329.2	512.6
EXPORT	524	665.8	491.2	497.3	550.6	94.2
IMPORT	1350.1	1240.1	1470.1	1 591.3	1711.2	418.4
Balance	- 826.1	-574.3	-978.9	- 1094	-1160.6	-324.2

Data: INSIGOS/MG

vi. Five import and export destination of Poland (million EUR)

The principal five export destinations of Poland (I-IV 2015)
(million EUR)

Polish exports to	I-IV 2015	I-IV 2014	Percentage Growth %
Germany	11663	10715	8.8
UK	2808	2583	8.7
Czech Republic	2770	2494	11
France	2435	2399	1.5
Italy	1997	1834	8.8

The principal five import destinations of Poland (I-IV 2015)
(million EUR)

Polish imports to	I-IV 2015	I-IV 2014	Percentage Growth %
Germany	9295	8900	4.4
China	4846	3972	22
Russia	2783	4720	-41
Italy	2077	2220	-6.4
France	1666	1636	1.8

(Source: EIU & Central Statistical Office of Poland)

Joint Commission on Economic Cooperation(JCEC) -India and Poland set trade target of USD 5 billion : India and Poland set an ambitious trade target of USD 5 billion at the fourth session of the bilateral Joint Commission on Economic Cooperation, held in Warsaw on June 15. The commission, co-chaired by Mr Amitabh Kant, Secretary, Department of Industrial Policy and Promotion and Mr Jerzy Pietriewicz, Secretary of State, Ministry of Economy, drew a blueprint for stepping up investments and identified a series of actions to raise trade from the 2014 level of USD 2.3 billion, to USD 5 billion by the year 2018.

Speaking at the plenary session, Secretary of State Pietriewicz noted that the economic partnership between the two countries was significantly boosted by the visit to India of Mr Piechociński, Deputy Prime Minister and Minister of Economy of Poland in January 2015 and his meeting with Indian Prime Minister Shri Narendra Modi. Mr Amitabh Kant described the dynamism of the Indian economy and invited Polish investors to look at various new programmes like Make in India and Smart Cities, and to take advantage of the significantly improved in-

vestment climate and stated that India had become one of the most open economies in the world, with de-regulation and hikes in FDI limits in key sectors Secretary Kant stressed the Government of India had created an enabling environment for foreign investors and was committed to provide hand-holding facilities to inbound investments.

Economic outreach to Lublin Region: The city of Lublin organised the First Eastern Business Forum which was inaugurated by the Marshall Mr. Slawomir Sosnowski. Head of the Commercial and Economic Wing Mr. Sanjeev Manchanda represented the Mission and delivered a presentation on 'Make in India' and our other flagship programmes. A delegation from the Eastern region of Poland had visited India in March,2015, which was followed by a delegation from the Association of Indian Industries(AIAI) in May,2015.

ORF-PISM Meeting: A two member team from Observers Research Foundation- Mr. Nandan Unnikrishnan and Samir Saran, visited Poland to participate in a seminar organized by the Polish Institute of International Affairs in Warsaw on June 24-26. ORF and PISM had bilateral discussion on topics Russia/Ukraine crisis, defense modernization in Poland and India, EU-India relations, climate change negotiations and Afghanistan/Pakistan. Ambassador also hosted a dinner reception for a 30 member ORF team on June 25, 2015. Ambassador hosted a dinner for the 40 participants of the conference from different countries.

Keeping the above in view, the Council had in the past organized various export promotion and market development activities in Poland during the period March. 2004 to September 2007 and again in September 2013 & Sep 2014. On the basis of positive feedback received from the exhibitors of Sep 2014 Edition of the Poznan Fair, the Council has proposed to continue with marketing efforts in Poland by participating in the major and popular international fair in Poland.

About the BTS

BTS Exhibition of Shoes and Leather Goods

Venue & Date of the of the Fair : Poznan Fair for Shoes, Leather & Leather Goods will be held in the Poznan International Fairgrounds, Poznan, Poland- during September 2-4, 2015.

BTS is an exhibition of Shoes, Leather and Leather Goods taking place two times a year during the Poznań Fashion Fair. The exhibition features presentations of of-

fers from producers and suppliers shoes, leather goods and leather clothing, leather and shoe and leatherwear accessories.

Poznan International Fair (MTP), established in 1921, is the largest trade fair organizer in Poland, constituting almost 60% of the total polish exhibition industry. Poznan International fair was entitled as the first organizer of fairs in Central and Eastern Europe. The 1st Poznan Trade Fair, a domestic trade show, was organized between 28th May and 5th June 1921 at the initiative of Poznan Merchants.

For producers and suppliers participation in the Poznań Fashion Fair is an opportunity to talk directly to traders, shop owners and shop managers. The international formula of the fair connects markets and makes such business meetings even more effective. The exhibition is traditionally accompanied by fashion shows and the fair agenda features seminars and lectures by specialists from various branches which are considered important from the point of view of running a business in the fashion sector.

THE SYNERGY EFFECT

Thanks to its nature and focus on audiences both from clothing and shoe industries the Poznań Fashion Fair allow producers and traders to use the synergy effect following from the interaction of various branches of the fashion sector. Perfect conditions for talks, contracting collections, and broadening the know-how makes the participation in the fair beneficial both for visitors and exhibitors alike.

Poznan Fashion Fair, sep 2-4, 2015.

Poznan Fashion Fair, the most important event for the industry in Poland. This largest fair was organized by Miedzynarodowe Targi Poznan-skie/Poznan International Fair Ltd. It is a bi-annual event (Feb/Sep) during which the manufacturers, entrepreneurs, designers and students get acquainted with new trends in the world of fashion. The Fashion Fair is a perfect opportunity to built and strengthen brands names, meet regular trading partners and acquire new domestic and foreign customers. Changing needs of the market are reflected in the changes made to the formula of the Poznan Fashion Fair- contracting is complemented by spectacular fashion shows and a range of lectures by prominent figures of the industry, which are an invaluable source of the know-how.

On September 2-4, the autumn edition of the fair for the fashion industry was held in Poznan. The exhibition was visited by entrepreneurs from around the world, and almost 500 brands.

Nearly 4500 visitors attended the fair and the gross area of the fair venue was about 5,030 sq.Mt. There were 17 overseas companies from the following countries who attended the fair. i.e Bulgaria, China, Czech Republic, France, Greece, Spain, India, Macedonia, Germany, Pakistan, Poland, Portugal, Turkey, Ukraine, Hungary, Great Britain & Italy.



Nearly 4.5 thousand visitors came to this year's edition of the Fair, which this time put special emphasis on the diversity of presented brands. The exhibition featured the latest offers of leaders in the industry, but there were also brands whose designs, despite being new in the market, are original enough to rapidly gain popularity.

Each year the organisers expand the Young Fashion for Sale creative zone, where young talented designers can show their innovative works. In September, entrepreneurs had the opportunity to see the collections of 26 designers! During the fair, visitors willingly participated in numerous fashion shows as well as training in the area of marketing and sales.

CLE India Pavilion

As approved by DOC in the Councils' Annual Action Plan for the year 2015-16, the Council participated in the Poznan Fairs for Shoes, Leather and Leather Goods fair consecutively for the third time. The CLE India Pavilion was set up in a total area of 270 Sq.Mt. A total of 21 member exporters of the Council participated in the CLE India Pavilion



List of Participants

SI. No	Company Name	Place	Display Proucusts
1	Al Basit International	Kanpur	Leather & Leather Goods
2	Allianz Exports	NOIDA	Leather Garments & Faux Leather Garments
3	Amity Leather International	Mumbai	Leather Footwear
4	Capsons Co (Regd)	Delhi	Leather Garments
5	Caressa International	Delhi	Bags, Wallets and Belts
6	Dee Maroquinier	Kolkata	Leather Wallets, Passport Holders, Key cases
7	Enn Leather	Kolkata	Leather Handbags
8	Explicit Leathers	Delhi	Leather Garments & Finished Leathers
9	Flourish Shoes	Kanpur	Boat Shoes, Moccasin Shoes & Driving
10	Globe Tanners	Kanpur	Belts, Bags, Wallets
11	Hidea Leather Works	Chennai	Cow Finished Leather
12	I.K.International	Kanpur	Leather & Leather Goods
13	Inspire Exim Pvt Ltd	Delhi	Leather Garments
14	Joshi Enterprises	Delhi	Wallets, Bags and Leather Belt
15	Northern Exim	Kanpur	Harness & Saddlery Goods
16	Osman Shariff	Kolkata	Leather & Leather Goods
17	Pacific Global Exports Inc	Delhi	Leather Garments, Goods long boots
18	Pacific Leather Pvt Ltd	Kanpur	Safty Shoes/Shoe Uppers/Leather Belt, hpholstery Lr
19	Reliance Tanning Industries	Kanpur	Finished Leathers/Safety Shoes/Shoe Uppers
20	Shiven Impex Pvt Ltd	Delhi	Leather Garments & Finished Leathers
21	Sucheta Enterprise	Kanpur	Leather Footwear & Safety Upper

The CLE Information Booth was set up in an area of 12 sq.Mt wherein the publicity brochures, UITIC Congress Registration forms/pamphlets, Participants Profile Booklet and Publications were distributed in an Information Kit to trade visitors.

Comnet Exhibitions Pvt Ltd (CEPL) (A division of Exhibitions India Group) is an organization dedicated to promoting India's foreign trade, had facilitated the CLE's group participation in the Poznan Fair in getting the built up booths from the organizer of the Poznan fair. Ms. Chandrika Behl, Director along with Mr. Shubham Bansal, Group Manager of Comnet Exhibitions were present in the fair. On the request of Comnet Exhibitions Pvt Ltd, His Excellency Shri Ajay Bisaria, Ambassador of India to Poland and Lithuania had visited the Poznan Fashion Fair and interacted with the participants of the India Pavilion on the day one. Shri Subash Kapoor, Vice-Chairman has warmly welcomed the Ambassador and met with Indian participants.



Mr. P.Dhanasekaran, Asst. Export Promotion Officer, CLE (left) along with Ms. Chandrika Behl, Director, Comnet Exhibitions Pvt Ltd (CEPL) (2nd from left); Shri Ajay Bisaria, Ambassador of India to Poland and Lithuania (3rd from left) Shri Subash Kapoor, Vice- Chairman, CLE (4th from left) and Shri Shubam Bansal, Group Manager, Comnet Exhibitions Pvt Ltd (CEPL) (right)



Mr. P.Dhanasekaran, Asst. Export Promotion Officer, CLE had co-ordinated the Council's participation of Member Exporters in the BTS Fairs of Shoes, Leather and Leather Goods Fair, Sep 2015 and also attended the visitors enquiries in the CLE Information booth. Two common interpreters were also arranged in the CLE Information booth to assist the CLE participants in having interaction with business visitors during the fair.

As per the feedback given by the participants, a combined total of 51 meetings were held by the 21 participants. The immediate business transacted was for Euro 28,000. The fair is good but it is to be advertised more. The Poland market is too difficult to take a reading on, but there is a lot of potential. Export of finished leather to Poland is also possible. One of the participants from Kanpur has negotiated for MOU and indicated good scope for leather garments and bags.



Fashion Show in progress

Interaction of Shri Ajay Bisaria, Ambassador of India to Poland and Lithuania with member-exporters and Stands in CLE Pavilion





The next edition of Poznan Fashion Fair will be held on February 24-26, 2016.