

# CLE @ Fashion Access, Hong Kong March 30-April 1, 2015

– A brief Report on Council's Participation

Asia's only trade show for quality and design-driven, yet affordably priced OEM and branded collections of bags, shoes and fashion accessories opened its doors on 30th March 2015 with participation of 425 exhibitors from 27 countries and regions and joined by over 11,800+ buyers from all corners of the globe.

With Asia's fashion hub, Hong Kong, as its location with its free port and free currency exchange regulations, Fashion Access is strategically placed due to its easy air access from Europe and the USA.

Many purchasing and sourcing offices for major international chain and department stores operate from Hong Kong and China. This ensures that an international mix of both exhibitors and buyers meet under one roof, in a professional business atmosphere, to place orders, negotiate, be inspired by new trends, colours, products and innovations with a view to stocking their shelves for the upcoming fashion season.

## OEM and Brands at Affordable Prices

The strength and hence attractiveness offered by Fashion Access to the many international buyers of global leading brands passing through the fair was the wide selection of products and brands available at affordable prices making them accessible to a very wide public.

The fair was populated by OEM manufacturers displaying their wares and offering their manufacturing expertise as well as upcoming and well-established brands covering bags, footwear, leather goods, travel-bags and fashion accessories ideal for all types of retail outlets – from major stores to niche boutiques.

Finished brands were exhibited in Fashion Avenue in Hall 3E. In the same hall, there is a designated section for brand new designers with new collections called Start Up! as well as the Design Studio which is for already established creative designers.



## Growing Sectors at the fair

The range of footwear on display at Fashion Access is increasing year by year. At this March event the footwear section has increased by 25% compared to the March 2014 edition offering more choice of designs and styles to buyers.

The same applies to leather garments – more cuts and styles to choose from as this product sector has also grown by 23% compared to a year ago.

## Indo-Hong Kong Export of Leather Trade

Hong Kong is known for decades as a key trading hub in Asia represents an important market for leather & leather products. Hong Kong's import of leather products and footwear has increased from US\$ 10 bn in 2008 to US\$ 11.22 bn in 2012. India is export of leather & leather products to Hong Kong has increased from US\$ 251.54 Million in 2009 to US\$ 471.54 Million in 2013 growing at a compounded annual growth rate of 17.01%.

## Country Group Pavilions

The importance of Fashion Access can be judged by the number of official national pavilions at the fair. This March, there are 11 group pavilions presenting from Bangladesh, China, Hong Kong, India, Indonesia,

Italy, Japan, Korea, Malaysia, Pakistan and the Philippines, strengthening the image of the nation and its exhibitors and creates a unique cultural atmosphere of colours, designs and even sounds of a country boasting its wares on an international sourcing platform as is Fashion Access.

## Organisation of CLE-India Pavilion in Fashion Access under MAIS funding support.

The Council has organised participation 50 member exporters in Fashion Access consecutively for 3rd time under MDA and MAIS funding support. The first edition was organised in September 2013 under MDA scheme followed participation by March 2014 and March 2015 under MAIS funding support. In the current edition, CLE India pavilion was organized with participation of 50 exporters in Hall No. level 3F-B, C, D & F in a total area of 561 sq. mtrs.

CLE's Information Stand and Publicity Banners at MIPEL

In the CLE's information stand Publicity and promotional materials such as Leather News India, The Members Directory and Fashion Access participants profile booklet, Indian Leather Industry brochure and 19th UITIC information handouts were distributed to the trade visitors. Around business visitors visited the Council's informa-

tion stand from important and potential countries and collected the publicity and promotional materials.

**Visit of Dignitaries and important Industry members to CLE information stand**

Mr. Prashant Agarwal, Consul General of India, Hong Kong, Mr. Virender Sharma, Consul (Commerce), Office

of the Consulate General of India, Hong Kong and Mr. P.R.Aqeel Ahmed, Convenor, 19th UITIC Technical Footwear Congress visited the CLE information stand on the 1st day of the fair. The Executive Director coordinated their visit to the CLE information stand.

Mr. Subash Kapoor, Vice-Chairman

and Mr. A.K.Sondhi COA Member have also visited the CLE India pavilion and CLE information stand on the 1st Day and 2nd Day of the fair. Mr. Eric R.F.Bosma, CEO of Pierre Cardin Design Ltd, Hong Kong is also one amongst the important dignitaries visited CLE information stand at Fashion Access.



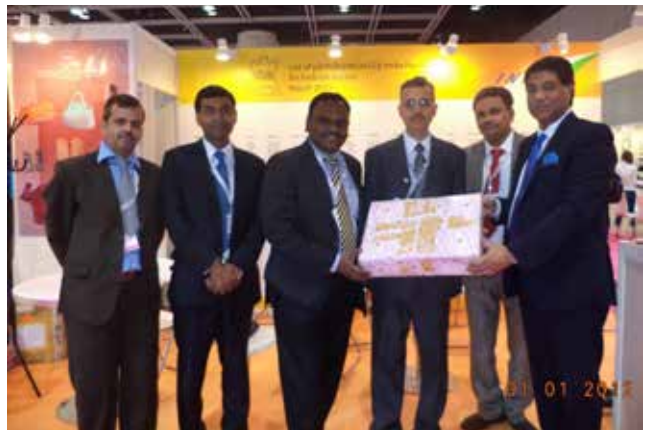
*Mr. Prashant Agarwal, Consul General of India, Hong Kong, Mr. Virendra Sharma, Consul (Commercial) , Mr. P.R.Aqeel Ahmed, Convenor, 19th UITIC Technical Footwear Congress and Mr. R.Ramesh Kumar, Executive Director, CLE are in discussion at CLE stand*



*Another view of Mr. Prashant Agarwal, Consul General of India, Hong Kong, Mr. Virendra Sharma, Consul (Commercial) , Mr. P.R.Aqeel Ahmed, Convenor, 19th UITIC Technical Footwear Congress and Mr. R.Ramesh Kumar, Executive Director are in discussion at CLE stand*



*Mr. P.R.Aqeel Ahmed, Convenor, 19th UITIC Technical Footwear Congress presenting a memento to CGI*



*Mr. R. Ramesh Kumar, ED, CLE presenting a memento to Consul (Commercial)*



*Mr. Prashant Agarwal, Consul General of India, Hong Kong, Mr. Virendra Sharma, Consul (Commercial) , Mr. P.R.Aqeel Ahmed, Mr. P.R.Aqeel Ahmed, Convenor, 19th UITIC Technical Footwear Congress and Mr. R.Ramesh Kumar, Executive Director at CLE stand*



*A business visitor at CLE information stand in discussion with Mr. M.J.Jamal Md. Mohideen, Asst. Director. Also seen Mr. Laiq Ahmed and Mr. M.Narasaiah during the discussion.*





Mr. R.Ramesh Kumar, ED, CLE Mr. Subash Kapoor, Vice-Chairman, CLE Mr. Eric R.F.Bosma, CEO of Pierre Cardin Design Ltd, Hong Kong along with Mr. Jamal Md. Mohideen at CLE stand



Mr. Ramjee Yogasundaram, a prominent member CLE at CLE stand along with other officials and business visitors



Mr. R.Ramesh Kumar, ED, CLE Mr. Subash Kapoor, Vice-Chairman, CLE Mr. A.K.Sondhi, COA Member along with Mr. Jamal Md. Mohideen at CLE stand



A Business visitor making enquiry about industrial leather gloves (split leather) requirement from India in discussion with officials at CLE information stand



Business representatives from M/s. Bata, China at CLE information stand



Mr. Ajay Lal of APLF, Mr. R.Ramesh Kumar, ED, CLE Mr. Subash Kapoor, Vice-Chairman, CLE along with Mr. Jamal Md. Mohideen are in discussion at CLE stand

**Few Snaps of CLE India Pavilion at Fashion Access-Business Meetings in Progress**



**Business Generated and Members Feedback**

As per the feed back provided by the participants 402 business visitors had meeting with group participants of CLE and issued firm orders worth USD 0.30 mn and future order expected from these business enquires is estimated at USD 1.73 mn on the basis of indications given to them by the buyers. A list of participants at CLE India Pavilion is appended below for information.

**The Council for Leather Exports had 49 Exhibitors under its umbrella:**

Sl.No.	Company Name
1	Ace Exports
2	Alignz Exports Pvt Ltd
3	Amit Leather Wear
4	Aqsa Creations
5	Arvind Footwear
6	ASG Leather Pvt. Ltd.
7	Ashford Laboratories
8	Bharat Enterprises
9	Cashmere Craft
10	Century Overseas
11	Council For Leather Exports
12	Creative Pelt Pvt. Ltd.
13	Deva International Exim Pvt Ltd
14	Discovery Leathers Pvt Ltd
15	Ecoline
16	Exotic Fashions Pvt Ltd
17	Fashion Folio
18	Geekay International
19	Geetanjali International

Sl.No.	Company Name
20	Global Export Corporation
21	Inspire
22	J C FENASIA EXPORTS PVT. LTD.
23	Jiya Exim Pvt Ltd
24	Kapoor Industries
25	Khimjee Hunsraj
26	Klodennex
27	Leatherman Fashion Pvt Ltd
28	M.F.Leachr Goods Mgf Co
29	MIG International
30	MRG International
31	MSM Leather Company Pvt Ltd
32	N.S. Leather Products Pvt. Ltd.
33	Nivedita-Swarup
34	Old Village Overseas
35	Oscar Global Limited
36	Osman Shariff
37	Pakkar Leather Export Co
38	Promila Emp



Sl.No.	Company Name
39	Ransack Design Solutions
40	Ritex Industries
41	RNR International
42	S K Exports
43	Saluza Exports
44	Sara International

Sl.No.	Company Name
45	Satyam Creations Pvt. Ltd.
46	TANNEX INTERNATIONAL
47	Teja Industries
48	Tristar Exports
49	Tulsyan Impex Private Limited
50	Usmani Tanners
51	XL Ent

### Focus Country is France at APLF 2015



Producing some of the world's finest and most luxurious leathers is the forte and renowned expertise of the French leather industry. It is fitting that this savoir-faire, creativity and innovation is being exhibited at APLF 2015 where France was the guest of honour.

APLF was pleased to report that France's participation has been organised by the French National Leather Council (CNC) and SIC and is themed around the journey through "The Galerie – The French Touch". It was located at the entrance to the show in the French pavilion made up of 41 exhibitors' stands all of whom are suppliers to the leading luxury houses.

The upcoming generation of French leather expertise was on show at APLF. On two large tables, the creations of 10 artists all under the wing of Au-Delà du Cuir (ADC -Beyond Leather) were being presented like objects d'art, made from French leather in the colours of the French flag.

### FRANCE'S LEATHER INDUSTRY



Mr Frank Boehly, president of CNC made a summarization of French's leather industry at the press conference of 2015 APLF. As he mentioned in his speech that around 8,000 businesses are involved in leather industry in France, employing 70,000 people and turning over €15 billion a year, €7.8 billion of which comes into France as export revenues, which making France the world's 4th largest exporter of leather products, across all sectors. His report is mainly embodied on 4 aspects, as following shown:

### Raw leather and hides

He pointed that France offered ideal conditions for raising animal herds. According to his speech, there are 25.5 million head of cattle, sheep and goats in total in the country, which makes France to be the largest breeder of bovine in Europe with 19 million head of cattle.

It was worth to pay particular attention to the quality of its hides: actions were taken to eradicate parasites, promote good breeding practices, encourage healthy growth and eliminate the injuries and suffering, in order to obtain skins without defects.

And now, France has been the third exporter of leathers and raw hides in the world.

### Tanning sector

French tanneries are the world's largest producer of exotic leathers, mostly produced from reptiles (crocodiles, alligators, lizards, snakes) and ostriches. These precious skins are destined for prestigious French and international fashion and luxury

houses in the leather goods and luggage, footwear and watch-making sectors.

The expertise of French tanners is recognized around the world for their:

- Expertise in tanning calfskin. Certain tanneries have become the undisputed specialists in this area.
- Excellence in working with exotic leather, mostly retile skins, which is greatly in demand from the leading luxury and fashion houses producing leather goods, footwear and watches.
- Unique expertise in the tanning of lambskins, producing an exceptional products: dipped lambskin.

At present, France has become the biggest producer of finished calf leather and exotic leather in the world.

**Leather goods**

The French leather goods sector is renowned for its many luxury labels. They showcase the beautiful finishes of the high quality materials through the use of techniques such as the saddle stitch.

The sector includes more than 1,000 companies representing 20,000 employees and a total turnover of 2.6 billion euros, with 4.9 billion euros of export sales.

France is the third largest exporter of leather goods in the world.

Hong Kong is the biggest client for the French leather goods sector; its purchases represent 18% of total exports.

**Leather glove making**

Leather glove making remains a traditional, but very creative activity. Around 15 French leather glove making companies perpetuate its unique skills producing high quality items.

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**Special Attractions and Fair Highlights**

Regular visitors to Fashion Access knew that it leads you from manufacturers with good design and quality to brand collections in Fashion Avenue from bags, footwear, leather garment to fashion accessories. Fashion Access offers buyers a total experience of the whole range of fashion products under one roof in a professional business atmosphere.

Hence, at this spring edition of Fashion Access other fair highlights were.....

On Concourses 3FG, visitors found the Fashion Trends Space. This was a taste of the season's "must-haves" in shoes, bags and all fashion products, featuring the best picks from exhibitors' collections. Fall-Winter 2015/16 product trends, entitled Fashion Art Gallery with 4 key directions:

- The Art of Happiness-Urban Festivities
- The Art of Being Contemporary-Cool Perfection
- The Art of Seduction- Faraway Dream
- The Art of Nature-Romantic Wilderness

**Global Footwear Retail Conference**

A ground-breaking conference organised by Fashion Access is held on the morning of the second fair day at the Leather Forum. Representatives from Belle, FDRA, Wolverine, Zalora and many more will explore on critical topics concerning Global

Footwear Retail such as the current situation and outlook, the uncertainties about mature consumer markets, the potential of China market and discover the opportunities and the growing importance of multi-channel retailing.

**APLF workshops**



✂️ Make a braided bag & leather key chain  
9:30am March 30 (Day 2) @APLF Workshops

A programme of leather workshops and seminars will be held during the 3-day fair for new and experienced leather users covering the topics: Leather-Dyeing, Sustainable Footwear Design, How to Develop a Shoe, Designs made from Waste Materials and Know your Footwear.

**ART UP! HK**

A new fringe activity had been launched at Fashion Access this year. This is a designated area at Concourses 3FG of Fashion Access, exclusively for Hong Kong Artisans who carry out craftsmanship demonstrations using techniques such as:

- Painting on leather shoes by SIMON [www.facebook.com/workshop-saph](http://www.facebook.com/workshop-saph)

- Tattooing on leather by KARMEN [www.galaxytattoo3.com/artist.html](http://www.galaxytattoo3.com/artist.html)
- Using vintage materials for making fashion accessories [www.bluesy-mod.blogspot.hk](http://www.bluesy-mod.blogspot.hk)
- Engraving on leather by ALRI [www.facebook.com/AlriStarLeatherFactory](http://www.facebook.com/AlriStarLeatherFactory)
- Leather product making by Effect by e&e [www.effectbyene.wordpress.com](http://www.effectbyene.wordpress.com)

**Design-A-Bag Online Competition (DAB)**

Since 2006, DAB has been helping young and upcoming designers elevate their exposure in the competitive world of fashion through an online competition for 6 designers to win a trip to Hong Kong and a 4-week Leather Goods Pattern Making Course (valued 5,000 euros) at the prestigious ARS Sutoria School in Milan for the Best of Overall Winner. The DAB awards took place on 30 March 2015.

**Joint Press Conference by UITIC and CLE on 19th UITIC, 2016 at APLF**

The Council organised a Joint Press Conference on 30th April 2015, on

opening day of the fair immediately after the APLF press conference at Leather Forum, Hong Kong Convention Centre, Hong Kong which was well attended by about 30 media personnel. The dignitaries on dais were Mr. Yves

Morin, President, UITIC and CEO of CTC Group, France, Mr. P.R.Aqeel Ahmed, Convener, 19th UITIC Technical Footwear Congress, Mr. Prasant Agarwal, Consul General, Hong Kong (SAR) and Mr. R.Ramesh Kumar, Executive Director, CLE. A detail report about the CLE-UITIC Press Conference has been published separately in this magazine in the later section.



## Indian Leather Industry - Striding with Confidence

