

## Visit of delegates of Association of Guangdong Shoes Manufacturers (AGSM) to Delhi

A delegation from the Association of Guangdong Shoes Manufacturers (AGSM) visited the wholesale footwear markets at Karol Bagh & Inderlok also held discussions with the industry members.

Shri Inder Chabra, Panel Convener, Non-Leather Footwear, Shri Sanjay Kumar, Regional Director-North and CLE, Delhi officials accompanied the delegates to the wholesale footwear markets. The overseas delegation first visited the Karol Bagh wholesale footwear market and met with the officials of Karolbagh Wholesale Footwear Association (Regd.). The President of AGSM enquired about the footwear manufacturing process, range of products, prices, capacity of productions, sourcing destination of raw materials, annual sales in terms of turnover and pairs.



*Visit to Karolbagh Wholesale Market*



*Discussion with President, Karolbagh Wholesale Market Association*



*The delegates with members of Karolbagh Wholesale Market Association*



They also interacted and discussed with Shri Subash Wadhwa, Chairman, M/s; Maharaja Shoe Co. about their mutual business interest, scope of non leather footwear and future opportunities towards exploring business activities each other. Thereafter, the delegation proceeded towards Inderlok wholesale footwear market which is the biggest wholesale

market of Non-Leather Footwear in India and visited in to the prominent shops/wholesalers and had seen various ranges of Indian and Chinese footwears specially children and women products. Shri Mahendra Bansal, President, Footwear Traders Association, Inderlok along with their officials welcomed the members of AGSM delegation and discussed

about their products, quality, prices and further business strategies. At the end of wholesale footwear market visit the delegation went to Hotel Radisson, Blu for attending Interface Meeting organizes by Council for Leather Exports in association with Confederation of Indian Footwear Industries (CIFI), New Delhi.

### INTERACTION WITH THE OFFICIALS OF KAROLBAGH FOOTWEAR ASSOCIATION



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THE DELEGATES AT INDERLOK MARKET



*Shri Satish Karla, Prop. Punjab Footwear Welcoming President of AGSM*

*Shri Rameh Kumar Dua, MD, Relaxo Footwear Ltd presenting bouquet to President AGSM*

In view of taking delegations-industry member's interest, conclusive business discussions at extreme level and updating to the industry member of non-leather footwear segment, the Council for Leather Exports, Northern Region in association with the Confederation of Indian Footwear Industries (CIFI), New Delhi organized an Interface Meeting at Hotel Radisson Blu, Paschim Vihar, New Delhi wherein around 100 participants including various prominent manufactures of non-leather footwear segment i.e. Action, Relaxo, Lancer, Today Footwear, APL Polyfab & Alert India duly participated in the interface meeting and interacted with the delegations. The prominent members along with small and medium entrepreneur appreciated for organizing such multi kind of meeting with the overseas delegation along with other information about the strength, growth and opportunities of footwear segment in India and China.

Shri Inder Chhabra, Panel Convener, CLE - Non-Leather Footwear and



*Shri Inder Chhabra, Panel Convener, CLE - Non-Leather Footwear and Chairman, Delhi Chapter-Confederation of Indian Footwear Industries (CIFI) speaking at the event*

Chairman, Delhi Chapter-Confederation of Indian Footwear Industries (CIFI), New Delhi welcomed the participants and appreciated to CLE for organizing such a tremendous Footwear Conference at Agra wherein we have learnt & seen the presentations from the various countries and

glimpse their actual business strength and future planning. The conference was an inspiration for us towards scaling-up our business strategies at a global level. He further advised to their CIFI members for deep study and analysis of China's business strategy and grabbing the opportunities



shifting towards other countries due to labour and cost rising factors in China. He requested the CLE officials for presenting China & Guangdong Development presentation at the interface meeting for better understanding and analyzing their planning accordingly.

Shri Subash Kapoor, Regional Chairman-North, CLE warmly welcomed the overseas delegates and industry members for their participation and interest of meeting with the overseas delegates. He advised the prominent manufacturers of non-leather footwear for extensive discussions with the delegates and to firm-up a group of Indian delegates for visiting China towards understanding about their manufacturing process, technology, skill, range of products, quality, prices and government supports for executing further business possibilities with the partner country. He also appreciated to the manufacturers and wholesalers of non-leather footwear for attending the meeting and also advised for uniting each other for further development, exploring business possibilities in the overseas markets, formulating strategies for domestic growth and bringing local issues with the Council for taking up with the Government for overall growth and pioneering the presence of the footwear sector at global level.

**Shri Sanjay Kumar, Regional Director-North** also welcomed to the overseas delegation and Indian participants and briefed on the following topics through PowerPoint presentations;

- A) Country Report - Chinese Footwear Industry 2013
- B) Development of Guangdong Footwear Industry 2013-14
- C) Briefed about the Council's Schemes and Indian Non-Leather Footwear Industry

Shri Sanjay Kumar, Regional Director-North also informed that after forming a Domestic Industry Cell the Council is exclusively focusing for further development and bringing issues with the Government of India and had also submitted a study proposal to the Department of Industry



*Shri Subash Kapoor, Regional Chairman-North, CLE welcoming the delegates*



*A view of participants*



*The delegates with CLE officials*

Policy and Promotion for analyzing the actual strength, their threats, domestic infrastructures, government supports, way of creating further opportunities and to find out

the way of organizing to this unorganized footwear sector.



Shri N K Aggarwal, MD, Actions Shoes delivering special address



Shri Panna Lal Baid, Treasurer, CIFI delivering vote of thanks



Shri Shive Shankar, Secretary General, CIFI presenting mementos to member delegates



Shri Mahendra Bansal, President, Footwear Traders Association, Inderlok presenting mementos to a delegate

**Conclusion:** The meeting concluded with the vote of thanks by Shri Panna Lal Baid, Treasurer-CIFI. The officials of CIFI were honored to each member delegates by presenting mementos. The Chairman, AGSM expressed their win-win business interest with the Indian footwear entrepreneurs. They will work out and discuss with the members of AGSM at Guangdong for sending their business proposals to the Council for establishment

of sourcing agencies / joint ventures with the Indian footwear manufactures/wholesalers. As per advice of RC-NR the Chairman-AGSM assured for organizing visit of Indian delegates at Guangdong shortly. At the end of event the DRO officials informed about the benefits of the membership and guided to the non-member participants of footwear sector for enlisting them with the Council. The following companies have interacted

with the officials and had collected the Council's information booklet for more information and considering their registration with the CLE.

1. M/s; Maharaja Shoe Co.
2. M/s; SCG Industries
3. M/s; Mittal Trading Company
4. M/s; BNG Fashion Gears Pvt Ltd
5. M/s; Bansal Marketing Co.
6. M/s; GND Shoes

