

## 80th edition - Expo Riva Schuh, Garda, Italy 15th – 18th June, 2013 Riva del Garda

A Report By Shri. R. Ramesh Kumar, Executive Director, CLE & Sanjay Kumar, Regional Director-North, CLE



### Introduction:-

Expo Riva Schuh, Garda, Italy launched its historic 80th edition during 15th – 18th June, 2013 at Riva del Garda. The fair is held twice in a year i.e. in the month of Jan. and June. This fair is today's leading international exhibition for volume production footwear at a mid-range price point and a meeting place for international business where companies and buyers from around the world meet and interact.

It is Europe's most important event for this market segment. There are companies from Italy and Europe in the fair, 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 feature is designed for those fair visi-



At the inaugural function (from left to right): Mr. Malay Srivastava, Executive Director, ITPO; Shri Dalel Singh, General Manager, ITPO; Shri R. Ramesh Kumar, Executive Director, CLE; Shri Sanjay Kumar, Regional Director (NR), CLE

tors – 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.

**Inauguration:** Expo Riva Schuh had blow out 80 candles to celebrate this

important landmark of 80th edition by taking a look at the history of the event, yet without ever losing sight of the challenges of the future. The fair was formally inaugurated by President of Riva del Garda Fierecongressi, Roberto Pellegrini & Mayor of Riva Del Garda.

Shri R. Ramesh Kumar, Executive Director, & Sh. Sanjay Kumar, Regional Director from CLE along with Shri Malay Shrivastava, Executive Director, India Trade Promotion Organization witnessed the occasion. During the inaugural speech Mr. Roberto Pellegrini explained "The road which has brought us to this point and the 80th edition has been intense and has given us great satisfaction. It created as a meeting opportunity for the Central European area producers; today Expo Riva Schuh has become an appointment that is recognized at international level for whoever works in the volume footwear business. But we mustn't stop here: this eightieth birthday is an opportunity to pay homage to the history of this event, and also to lay down the foundations for future editions."



A view of entrance to the fair



Mr. Roberto Pelligrini, President of Riva del Garda Fierecongressi ( 3rd from left) speaking during the inauguration



Mr. Malay Srivastava, Executive Director, ITPO (3rd from left) and Shri R. Ramesh Kumar, Executive Director, CLE (4th from left) along with the fair organizers at the inaugural function

### Indian Footwear Industry poised for growth

India has state-of-the-art manufacturing plants. The footwear sector has matured from the level of manual footwear manufacturing method to the automated footwear manufacturing systems. Footwear production units are installed with world class machines. Manned by skilled technicians, these machines help to turn any new innovative idea into reality. Support systems created for the sector have indeed served the footwear industry well. India has a well developed Footwear Component manufacturing industry. The future growth of the footwear industry in India will continue to be market-driven, and oriented towards EU and US markets. With technology and quality of the foot-

wear improving year after year, Indian Footwear industry is stamping its class and expertise in the global footwear trade. Keeping in view its past performance, current trends in global trade, the industry's inherent strengths and growth prospects, the footwear industry aims to augment production, thereby enhancing its exports from the current level of US\$ 2.07 billion.

“The shoe... must go on”:- The June 2013 edition denotes an important landmark for Expo Riva Schuh as the event celebrated its 80th edition at the Pala meeting in Riva del Garda on 15th June, 2013 “The shoe... must go on” a show to tell the story of 40 years of the exhibition by way of dance, music and singing come together was held.

### Exhibitors:-

In 80th edition of the Garda Fair gave an opportunity to the companies and the buyers worldwide to preview Spring/Summer 2014 collection from 1297 companies who exhibited their products out of whom 954 came from abroad representing 39 countries and covering an area of 32685 Sq.mtrs. There were companies from Italy Europe, China and Brazil as well as the increasingly important presence of exhibitors from India.

India with 129 participants (70 through CLE & remaining 59 who exhibited directly) was the second largest overseas participating country next to China. Asian countries registered their presence of about 39% of the total participation, with India, China, Taiwan, Thailand, Indonesia, Malaysia and Pakistan being the major participants.

**Council's India Pavilion:-** As a regular participant, CLE organized its participation with 70 participants with a total space of 1209 Sq.mtrs. in Hall A-3 and in B4. At Riva del Garda, a newly renovated space welcomes member companies of the Council for Leather Export India (CLE). A new set-up with an attractive design and innovative layout has been created for the India stands. The new walls of the stands play with transparency and use the letters of the word INDIA to create a simple and original context. The connectivity to Indian Pavilion was also improved by way of Skywalk from the main entrance. Considering the large number of participants, a team of 4 officials was deputed to arrange CLE's Information Booth, to supervise and assist their member participants who remained present all the 5 days.

**Council's publications –** CLE's Expo Riva Catalogue, Members Directory 2013 and Monthly Magazine “Leather News India” etc. were displayed at CLE's Information Booth. The queries by buyers who visited the CLE's Information Booth were well attended by CLE's officials up-to their satisfaction.

**Visitors at CLE's Pavilion:-** Shri R. Ramesh Kumar, Executive Director, CLE and Shri Malay Shrivastava, Executive Director, India Trade Promotion Organization visited all the Stands of India Pavilion and interacted with the participants. Mr. Sanjay Kumar,



Entrance to the India Pavilion

Regional Director (NR), CLE accompanied the officials and introduced the participating companies.

Shri R. Ramesh Kumar, Executive Director, CLE had meetings with Ms. Carla Costa, Manager and Ms. Monica Chemini, Project Manager of Riva del Garda regarding problems/solutions at India Pavilion. The Executive Director, CLE visited all the days at India Pavilion and had meetings with the participants to know their problems & further steps to be taken to improve India's Presence more effective in the fair to attract potential buyers. The Executive Director, CLE gave interview to the one of the leading Journalists who covers the whole event which was published in the second issue of Today 80th Expo Riva Schuh Magazine on 16th June, 2013.



**Shri R. Ramesh Kumar,  
ED, CLE interacting with  
the participants**





*Shri R. Ramesh Kumar , ED,CLE (middle) interacting with press in the CLE booth. Mr. Sanjay Kumar, Regional Director (NR) is at the left*



*Shri N. Shafeeq Ahmed, Vice- Chairman, CLE (2nd from left) interacting with Mr. Md. Iftekhar, Member, COA, CLE (3rd from left)*



*Shri N. Shafeeq Ahmed, Vice- Chairman, CLE (right) interacting with Mr. Sanjay Kumar, Regional Director (NR), CLE. Mr. Javed Iqbal, Member, COA, CLE is in the middle*



*Shri N. Shafeeq Ahmed, Vice-Chairman visited CLE's Information booth and also stands of India Pavilion.*



*Shri Raj Kumar Sharma, Vice Consul, Consulate General of India met the Executive Director at CLE's Information Booth and also visited the India Pavilion. He met the exhibitors and discussed about their products and price range etc.*

*Shri Naresh Bhasin, Regional Chairman (West), CLE (2nd from left) at CLE Information Booth*



*Ms. Janice Lee, Mr. Ajay Lal, Project Managers of APLF, Hong Kong had a meeting with Mr. Sanjay Kumar, Regional Director (NR) CLE to discuss about the possibility of participation of CLE's Member-participants in APLF Fairs.*



*Shri Raj Kumar Sharma, Vice Consul, Consulate General of India (2nd from right) and Shri Ramesh Kumar, ED,CLE (extreme right) at CLE Information Booth*

*CLE representatives along with visitors at CLE booth. Mr. Sanjay Kumar, RD,CLE, Delhi ( 3rd from left) : Mr. Roop Kumar Mishra, AEPO (2nd from left); Mrs. S. Poonguzhali, EPO (2nd from right) and Mr. Rajkumar, PA to ED (extreme right)*

SNAPSHOTS OF CLE PAVILION



Mr. Filippo Galli, Journalist (left) at CLE booth

The flow of potential buyers in India Pavilion was good during all the fair days and information kit were distributed to them.

**Business Outcome:-** During the fair, Spot Orders booked was to the tune of €18,63,000 and Expected order were booked for €2,05,08,000 approx. as per the feedback received form the member-participants.

**Conclusion:-** Europe is the main market for Indian Footwear manufacturer – exporters and Italy is one of the important centre. Expo Riva Schuh Fair, Garda provides an ideal platform to the Indian Footwear Industry to showcase their products and explore business. The continuous increase in the area of participants reveals the keenness to participate in the event. We should hence continue our participation with full of our strength by way of increase of exhibition area in the coming editions.



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