

Council's participation in the Istanbul Leather Fair (IDF), Turkey (November 21-23, 2013)

A report by Vijaya Kumar. C, Export Promotion Officer, CLE



Turkish Leather Industry & its Economy

Turkey is the second biggest leather manufacturer in Europe and one among the top four in the world. In 2010, leather and leather products industry increased its share in the overall exports of Turkey by 18.2% compared to the previous year. Exports are mainly to Russian Federation, Germany, Italy, France, UK and Spain in Europe, to Kazakhstan, Iraq and Saudi Arabia in the Middle East, and to Hong Kong and China in the Far East. Turkey has Europe's biggest eco-friendly leather producing centre, especially concentrating in Aegean and Marmara regions. There are more than 3,000 exporting companies located in 13 industrial zones, producing on an area of over 23 million square meters (2,300 acres) with their eco-friendly refining facilities. Having a daily refining capacity of 1,30,300 square meters of leather in industrial zones, Turkish leather industry has invested in establishing refining facilities in every zone when environment friendly production is key.

With its 23 million employees, Turkey is the fourth biggest labour force compared to EU. Turkey is also a Country with a qualified, young and competitive labour force. Growing by 8.9% in 2010 and becoming the fastest growing economy in the world, Turkey with its 74 million population increased its per capita income to US \$ 10,000 per year. Being

the 16th biggest global economy and the sixth biggest in EU zone in 2010, Turkey with its 6.7% average yearly GDP growth rate, is expected to be the fastest growing economy among OECD (Organization for Economic Co-operation and Development) members during 2011-2017.

About Turkish Market

Turkey is an important market for leather and leather products. Turkey's import of leather and leather products increased from US\$ 965.20 million in 2007 to US \$ 1373.89 million in 2011, growing a CAGR of 9.22%. Likewise, India's export of leather and leather products to Turkey has also increased from US \$ 24.65 million in 2007 to US \$ 41.53 million in 2012, growing a CAGR of 10.99%. Hence there is a good scope for enhancing India's export of leather and leather products to Turkey in the coming years.

About Istanbul Leather Fair (IDF)

Istanbul Leather Fair, popularly known as "IDF" is the most significant meeting of the fur & leather industry in Eurasia since 2006 with having a wide range of products and exclusive exhibitor & visitor profile.

Istanbul Leather Fair - IDF is the most prestigious marketing platform of the industry that gathers local & international professionals under one roof. IDF brings Turkish Leather Industry to the international markets.

In the last edition (January, 2013), IDF set a record with its 12,473 visitors from 64 countries and continues to expand its exhibitors profile with new companies and countries.

Istanbul Leather Fair is not only recognized as the foremost exhibition in its region but also sets the trends in leather fashion. IDF is a unique marketing opportunity to expose latest trends & designs through flamboyant fashion shows & events. With its wide range of fashion shows, exhibitions and conventions, IDF offers an intense schedule for its visitors. At the IDF 2013, Spring- Summer Trends of 2014 and Winter Trends of 2014 in leather fashion were displayed.

Council's participation in the IDF

Considering the market opportunities in Turkey, and based on the response received to the Council's participation in the January, 2013 edition of the fair, Council has organized group participation of the member-companies in the 8th edition of the IDF held during November 21-23, 2013 in TUYAP Fair Convention and Congress Centre, Istanbul, Turkey for the 4th consecutive time. Council has organized the participation of following 25 member-exporters with the funding support from the Market Access Initiative Scheme (MAIS) of the Govt. of India, in an area of 312 sq.mtrs in Hall No. 4 of the exhibition centre:-



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S.No.	Name of the participant	City
01.	Allure Enterprises Pvt. Ltd.	Delhi
02.	Apex International	Delhi
03.	Aryan Leather Company	Chennai
04.	C&E Limited	Chennai
05.	Cheviot International Limited	Delhi
06.	Fashion Folio	Delhi
07.	Fortune International	Chennai
08.	Globe Tanners	Kanpur
09.	Hameem International	Chennai
10.	Hijaz Leathers Pvt. Ltd.	Chennai
11.	J.K. Footwear Pvt. Ltd.	Mumbai
12.	Jain Shawls	Jalandhar
13.	K.D. Orient Impex	Mumbai

S.No.	Name of the participant	City
14.	Leather Edge	Delhi
15.	Leder fx	Chennai
16.	Lewo Leather	Delhi
17.	Prakash Impex	Chennai
18.	Promila & Company	Delhi
19.	Reliance Tanning Industries	Kanpur
20.	Scarlet Impex	Kolkata
21.	Shahrez Creations	Chennai
22.	Simply Suedes	Chennai
23.	Skin N Stitch Pvt. Ltd.	Kolkata
24.	Star Tanning Industries Pvt. Ltd.	Kolkata
25.	Vaigai Leather Corporation	Chennai

Besides India, there were Country pavilions of Pakistan and France in the fair. IDF 2013 has brought together more than 300 exhibitors from 30 Countries.

View of stands in CLE Pavilion



View of stands in CLE Pavilion



Publicity arrangements made by the Fair Organizer, for facilitating Council's participation in the IDF 2013

The Istanbul Leather Fair organizer has made the following arrangements for publicizing the presence of "CLE India Pavilion" in the event:-

- Based on the Artwork provided by the Council, the fair organizer has released two page color advertisement (one about the Council and another one about CLE participation) in their Official fair catalogue, which was circulated/distributed both in the Booklet & CD form to the targeted audience.
- Three hoardings (big size), highlighting the presence of CLE India Pavilion in Hall No. 4 along with the name of Indian participants were placed at the entrance of the exhibition venue/halls.
- The fair organizers also allowed the Council to keep the copies of 'Participants Profile Booklet' at the Buyer's lounge and entrance gate of the exhibition venue, which attracted a number of business visitors to CLE India Pavilion.



Publicity hoardings (with the name of Indian participants) placed by the fair organizers at the entrance of CLE India Pavilion

CLE Information Booth

The Council has set up an Information Booth in the fair to disseminate information about Indian leather and leather products industry – export performance, strengths of the Indian Leather Sector and opportunities available etc. Council's Information Booth was managed by Shri Vijaya Kumar. C, Export Promotion Officer, CLE, Chennai, who also coordinated the

group participation of Indian companies in this fair.

Several business visitors/overseas journalists/consultants and logistic companies visited CLE Information Booth during the fair days and obtained details about Indian leather sector and the international leather fairs being held in India. The buyers/business visitors, who visited CLE Information booth, were directed to the booths of Indian exhibitors, based on their product interest.



"CLE Information Booth" at the IDF-2013. From L to R Shri Subham Bansal of EI Group, Shri Manish Gupta, IFS, Consul General, Shri Anil K. Sondhi, Member, COA-CLE, Shri Sanjay Jain, Consul/HOC, CGI & Shri Vijaya Kumar. C, EPO, CLE, Chennai.

Visit of Consul General & Consul/HOC, CGI, Istanbul

Based on the invitation extended by the Council, Shri Manish Gupta, IFS, Consul General along with Shri Sanjay Jain, Consul/HOC, Consulate General of India, Istanbul, Turkey visited the CLE India Pavilion on the first day of the fair i.e. 21st November, 2013. The Indian Mission Officials were received at the VIP entrance of the exhibition venue by the Council's representative along with Shri Anil K. Sondhi, Member, COA (who participated in the event) and Shri Shubham Bansal of EI Group. Thereafter, the dignitaries were guided to the individual booths of the participants and the CGI interacted with the Indian companies about their product profile and areas of interest.

On the course of interaction, some of the exhibitors reported about the problems faced by them with the Turkish Customs while sending their exhibits to Turkey by courier. The Consul General of India assured that the matter will be taken up with the concerned Departments in Turkey suitably.



Shri Manish Gupta, IFS, Consul General & Shri Sanjay Jain, Consul/HOC, CGI, Istanbul interacting with the Indian participants.

Outcome of the fair as per feedback given by the Participants

The Indian participants have got satisfactory business enquires from the buyers & business visitors from Greece, Spain, France, Turkey, Russia & other CIS Countries. The footfall at the exhibition venue in general and in the CLE India Pavilion in particular was quite encouraging. Even on the last day also, many of the Indian companies were busy in holding meetings with the business visitors till the evening. As per information given by the participants of CLE India Pavilion, business outcome was about Euro 24.23 lakhs during the fair. Though spot orders placed by the business visitors were less, future expected business would be significant, as per feed-

back given by the Indian participants.

The participants also reported that many of the buyers visited during the event were quite serious in business negotiations. The participants who displayed finished leather and leather garments got very encouraging response. For the companies, who participated for the first time in a trade fair in Turkey, the experience was really an eye opener to understand the requirements of Turkish buyers and the market scenario.

As a result of the encouraging response, 22 out of 25 Indian participants have expressed their interest/willingness to participate in the next edition of the fair through the Council.

Conclusion

Due to its geographical location, Turkey is a natural bridge between East-West and North-South, thus becomes a massive and cost effective trade centre accessing important markets. As opined by the Indian participants, Council should continue to participate in this major and established leather fair of Turkey since IDF is providing an important platform to the Indian leather and leather products industry for promoting their business interest not only in Turkey but also in other parts of the world. Continuous presence of Indian exporters in this fair would facilitate in establishing business collaborations with Turkish entrepreneurs as well as with business visitors from Russian and other European Countries.



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