

81st Edition Expo Riva Schuh Fair,

Garda, Italy – January 11-14, 2014

A Report

THE FAIR : EXPO RIVA SCHUH

Expo Riva Schuh is today's leading international exhibition for volume production footwear at a mid-range price point. It is Europe's most important event for this market segment. It is a meeting place for international business: an event where companies and buyers from around the world meet and interact. There are companies from Italy and Europe, 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 visitors – 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.

81ST EDITION OF EXPO RIVA SCHUH

Expo Riva Schuh opened its 81st edition with its sights set on the chal-

lenges thrown up by the marketplace and the ever-changing national and international scenarios. In the current climate, fairs need to continually re-evaluate their role and transform themselves into meeting places: a role that Expo Riva Schuh, whose successful formula and well consolidated internationalization process, already carries off perfectly.

From this edition onwards, Expo Riva Schuh became a point for virtual networking, by means of its new Facebook page for the event - a new instrument that will enable Expo Riva Schuh to inform, interact and "talk about itself" to a public made up of companies, buyers and professionals from this sector and allow them to remain in constant contact with the world of Expo Riva Schuh.

VISITORS

This edition that saw the participation of 13,213 visitors, 10% more than in January 2013.

The early date, which has always meant that Expo Riva Schuh is the event that opens the fair season, has proven to be one of its fundamental assets: it is more than mere chance that one visitor in three comes to Expo Riva Schuh simply because the timing of the event makes it possible to see the collections in advance, put together a range of samples and plan purchases in good time. What is more, 28.3% of visitors consider the event to be spot on for gathering information about the industry and the sector.

Expo Riva Schuh's internationaliza-

tion process goes on, and it is increasingly seen as the crossroads for the international footwear market. Nowadays, visitors from outside the EU account for 10% of the event's public, and to extend this percentage even further, Expo Riva Schuh, in collaboration with ICE, is moving ahead with a series of promotional activities and B2B meetings aimed at involving delegations from the major emerging countries for the next edition in June 2014.

EXHIBITORS

The 81st edition of Expo Riva Schuh, which presented a preview of the Autumn/Winter 2014/15 collections of 1,271 exhibitors, amongst whom 927 are foreign, covering a total 32,685 square meters of exhibition space where you will find a selection of the very latest novelties from footwear companies from all over the world. An increasingly important international crossroads, a meeting place where commercial exchanges take place and operators in the footwear sector can compare notes.

Expo Riva Schuh continues to succeed in attracting buyers and companies from all over the world and confirms it has the right DNA to be THE international appointment: visitors came from 107 different countries, an absolute record that proves the capability of the fair to extend its horizons toward new markets.

The path towards internationalization does not harm Italian companies whose presence was as strong as ever with 344 exhibitors; Expo Riva Schuh



is a chance for them to be in the game, providing new and important opportunities not only at high-end prices but also at the mid-range.

INDIAN PARTICIPANTS THROUGH COUNCIL :

As a regular participant, CLE organized its participation with 63 member-exporters in this edition with a total space of 1119 Sq.Mt sqm of Hall A-3 59 stands IN 1062 Sqmt area , Hall No. B4 – 4 stands (D01-A06) in 57 sq.mt area. To look after the large number of participation, a team of 2 officials was deputed at the ground to supervise & to assist the member participants who remained in attendance through 4 days.



Shri O.P. Pandey, Regional Director (Central) interacting with business visitors

PARTICIPANTS IN CLE PAVILION

Sl. No	Name of the Company	Booth Numbers
1	AKI India Pvt Ltd	A3-A42
2	Amar Brothers Global (P) Ltd	A3-A16
3	AMPEL	A3-A82
4	Arvind Footwears (P) Ltd	A3-A62
5	Ascot International	A3-A45
6	B.N.Enterprises	A3-A09
7	Bandejjia Traders	A3-A38
8	Bose Foot Fashions Pvt Ltd	A3-A25
9	Calico Trends	A3-A56
10	Concepts	A3-A78
11	Emco Exports	B4-D01-01
12	Euro India Exports	A3-A22
13	Excelsior Leathers Pvt. Ltd.	A3-A07
14	Flourish Shoes	A3-A66
15	Global Exports	A3-A76
16	HKHR International	A3-A36
17	HMA Exports Pvt Ltd	A3-A20
18	I.A. Leather (India) Pvt. Ltd.	A3-A04
19	IMZA SCM	A3-A34
20	Indian Leather Company	A3-A39
21	Indian Leather Creations	A3-A03
22	J.J.Trade Links P Ltd	A3-A06
23	JM Exports Footwear Pvt Ltd	A3-A17
24	G.G.Footwear	A3-A68
25	Jute Wonders Unlimited	A3-A29
26	K. K. Leather Mart	A3-A47
27	K.G. Footwear Exports (P) Ltd.	A3-A12
28	K.H Leather Industries Pvt Ltd	B4-A06
29	K.S.S.Shoe Industry	A3-A01
30	Kalpitaru Leather Products Pvt Ltd	B4-D01-03
31	Kapsons Worldwide	A3-A72
32	Leather Linker Footwear Pvt Ltd	A3-A08

Sl. No	Name of the Company	Booth Numbers
33	Leayan Global Pvt Ltd	A3-A84
34	Leo Wet Blue Leather Pvt Ltd	A3-A55
35	Lexpo International	A3-A33
36	Malika Overseas	A3-A32
37	Naaz Exports Pvt Ltd	A3-A40
38	Oom Exports	A3-A43
39	Opal Tricontinental	A3-A58
40	Pakkar Leather Export Co	A3-A10
41	Perfect Footwear	A3-A14
42	Prachi Leathers (P) Ltd	A3-A70
43	R.S.V Worldwide	A3-A51
44	Riding House	A3-A52
45	Rimras Shoes Private Ltd	A3-A23
46	Ruksh Enterprises	A3-A49
47	Sachdeva Overseas	A3-A26
48	Sai Siddhi Impex Pvt Ltd	A3-A31
49	Sakay Overseas	A3-A53
50	Shoe Point	A3-A27
51	Shoe Teknik International Corpora- tion Ltd	A3-A50
52	Silver Line Fashions	A3-A21
53	Stylo Shoes Pvt Ltd	A3-A30
54	Sumanglam Footwear Pvt Ltd	A3-A64
55	Super Tannery Ltd	A3-A60
56	Suri Shoes Pvt Ltd	A3-A54
57	SV Shoes Enterprises	A3-A35
58	Swadeshi Overseas	B4-D01-02
59	Tirubala International Pvt Ltd	A3-A57-59
60	Transworld Shoes Pvt Ltd	A3-A28
61	U V Overseas	A3-A41
62	Virola International	A3-A19
63	Zeeko Shoe Factory	A3-A74

The CLE's publications namely the Members Directory 2014, Facts & Figures, monthly magazine Leathers News India were displayed in the CLE Information Booth. The visitors who attended the Indian Pavilion visited Council's Information booth to know about the exhibitors and Indian leather industry.

VISITORS AT CLE PAVILION :

The Consul, Consulate General of India, Milan Shri Sharma visited the fair on 13th January, 2014 accompanied by Senior officials of the Fair Authority at the invitation of the CLE. He was received by Shri O.P. Pandey, Regional Director, Council's representatives at the Fair. He visited the Stands of the Indian Exhibitors & interacted with the participants . Shri Sharma appreciated the Council's efforts in organising participation in the fair on such a large scale



Shri Sharma, Consul, CGI in Milan (left) interacting with the Fair organizer. Shri O.P. Pandey, Regional Director (Central), CLE is at right

INTERACTION OF CONSUL, CGI, MILAN GENERAL WITH PARTICIPANTS





BUSINESS OUTCOME

As per feedback received from member-participants, the Spot Order to the tune of € 37152000 and Expected order for € 88260000 approx were generated during the fair.

VIEW OF STANDS IN CLE PAVILION



EXPO RIVA SCHUH INDIA REACHES NUMBER FOUR

The organisational wheels are already in motion for EXPO RIVA SCHUH INDIA, the international fair organised by Italian Exposition Private Limited and dedicated to finished products in the footwear and leather goods sectors. The fourth edition will kick off in New Delhi, from July 3rd to 5th 2014, at the Pragati Maidan exhibition centre.

At the 2013 edition, 4,477 visiting operators registered, (+18% compared to 2012) and 182 exhibitors who came from 12 countries, proof that this is a very important networking opportunity for all the professionals working in the production and distribution chain. Over the past three years, EXPO RIVA SCHUH INDIA has managed to create a business platform capable of forming a bridge between Indian and International operators, offering a winning mix between the product on display, services, and strategic contact points for all those Italian and European brands that are seeking to build a distribution network in India.

The event has built on its success yet further, thanks to its collaboration with ITPO (India Trade Promotion Organisation) and the partnership with CLE (Council for Leather Exports), the Indian government body that promotes the development of the leather goods industry, is equally as important. The CLE companies will occupy over 1,000m² of exhibition space at EXPO RIVA SCHUH INDIA, ensuring that the event offers the right mix of supply and demand, both Indian and international, and it is this that defines the real, distinctive face of the fair, and allows it to attract thousands of operators who come from all over the world

SEEN AT EXPO RIVA SCHUH Ankle boots for everyone



Increasingly sporty, determined, masculine, women's footwear for next winter opts for ankle boots as the ideal style. On show at Expo Riva Schuh with compact sides, the latest ankle boots go for lug soles and are closely-fitting, featuring distressed leather in dark shades or with bronze and copper highlights.

We are still seeing camouflage and animal print details, in some cases more graphic and optical, plus studs, bigger than ever and geometrical or tiny like little pin points.

Formal trends include the laced up French-style brogues, as well as ankle boots with a wedge, to give a sporty-inspired look.

UNIVERSAL FOOTWEAR FOR THE NEXT WINTER

Expo Riva Schuh confirms a very specific new trend – for both men and women – urban sporty: footwear is getting more and more unisex with designs that bring the two worlds closer and closer together, making them interchangeable.



Ankle boots and lace ups are key, with or without fur on the inside, in soft pastel colours, pink, mustard and ice. There's a comeback in the quest for real, authentic mountain style, with natural brown leather, laces and traditional hooks and eyes, but combined with technical materials to give new performance. There's also a place for British Style – updated with rubber fabric inserts, bi and tri-colour, for men and women in an assortment of styles. Another growing trend is that of creative comfort, which brings together softness and comfort, fashion and trends, with new ideas in terms of shape and truly captivating colours.

TRANSFORMING BOOTS

Young ideas are on their way, care-free styles enabling you to walk with a light step even in the worst weather conditions. Have you ever stopped to think about shoes that change colour as you walk? Well, here you are! The traditional Wellington-style boot, shown here with a polka dot design, turns into a multi-coloured boot while you're walking in the rain! Unbelievable, isn't it? So, don't miss the next appointment with Expo Riva Schuh, from January 11th to 14th 2014, where you can discover all the new lines for Autumn/Winter 2014/2015.

