

82nd Expo Riva Schuh Fair

June 14 – 17, 2014

A report by R.K. Shukla, Assistant Director, K.R Venkateshan, EPO, M.Krishnaiah, AEPO(SG) & P.N. Pandey, AEPO



India is the second largest footwear manufacturer in the world and Footwear sector is the engine of growth for the Indian leather industry. It constitutes about 44% share in the total exports of leather & leather products from the country. Europe is the major buyer for Indian leather products since beginning with the clear share of 59% at present. As part of its export promotion programmes, Council organized group participation of member – exporters in the well prominent 'Expo Riva Schuh Fair held during June 14 – 17, 2014 in Riva Del Garda, Italy.

About the Fair:

Expo Riva Schuh, a very important international fair dedicated to the production footwear sector. Expo Riva Schuh is today's leading international exhibition for the volume production footwear at a mid-range price point. It is the Europe's most important event for this market segment.

It is the meeting place for international business: an event where companies and buyers from all around the world visit, meet and interact about their future trade.

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.

This fair 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 the international footwear market trends and shifts, a real added value.

82nd Edition of the Expo Riva Schuh Fair

In the 82nd edition of the fair 1307 companies from global market exhibited their summer collections in an area of 32,770 square metre in Riva del Garda, Italy. More than 70% exhibitors were from 40 different nations.

These companies were from Italy and other parts of Europe, as well as the increasingly important presence of the companies from India, China, and Brazil - the world leaders in footwear production.

In this edition of the fair approx. 11000 visitors made their effective attendance & placed their valued orders. Companies and buyers expressed their satisfaction for the quality of business and the high number of contacts developed: two positive signs, it proves that the Riva del Garda event is in good shape.

Once again, the international aspect played an important role in the success of Expo Riva Schuh: the American and Russian buyers who came to have a look around the stands in Riva, thanks to the collaboration with ITA – the Italian Trade Agency, found the experience positive.

"Here at Expo Riva Schuh we have come across an incredible assortment of footwear – explain the members of the US delegation – and it was very interesting for us to see such a wide array of the entire world production. The American market at this time seems to be less of a trend-setter than it was some time ago, and it

has been really useful for us to have the chance to see which way the market is heading and what the fashions will be next season. The other thing is that the timing of the event is perfect, giving us time to organise orders for the season, and this too is a fundamental aspect for us."

"Changes to the market at international level have brought about consequences for the Russian area too – commented the Russian buyers. These days it's vital for us to find products that represent good value, and here at Expo Riva Schuh we have met a lot of companies that are able to meet our demands. In fact, we have signed a number of orders and we are counting on continuing with this excellent work in the future."

On the exhibitors' front, Expo Riva Schuh also saw the return of the Indonesian delegation as well as an increase in Indian participation, with the group participation organised by Council for Leather Export (CLE), reaching a quota of 77 companies, compared to 65 in January 2014. The growing interest of the Indian companies in the Riva del Garda event shows how effective direct initiatives with the Indian market have been. Both the strengthening of relations with the key bodies and associations of the country and also the organisation of events 'in situ' has pushed this forward.

Speaking during the inauguration ceremony of the fair Mr. Roberto Pellegrini, President of Riva del Garda Fierecongressi said that "The signs that we have noted are, without doubt, positive, and enable us to look forward to the challenges that await us in the near future with optimism". The companies have expressed their satisfaction for the quality of business and for the high level of buyers present in the fair: it is the proof that



Mr. Roberto Pellegrini, President of Riva del Garda Fierecongressi, addressing the audience at the Inauguration Ceremony of the 82nd Expo Riva Schuh Fair.

our work in contacting and selecting interlocutors is working well and that today we are able to offer companies a guaranteed business opportunity. This element, together with the early timing, make our event an essential appointment for operators in the international footwear market to get together."

Product displayed in the fair

Expo Riva Schuh is the first event in the fair calendar and has always been the perfect chance to get a preview of the fashions for future seasons: the Spring/Summer 2015 collections comprise Summery ankle boots for women, whereas for men we see the classic lace-up model with a touch of colour. For kiddies, there is plenty of sparke, leaving the way clear for shiny, silvery, glittery shoes.

A breath of fresh air from Expo Riva Schuh for Summer 2015 footwear styles. The sporty styles which



are in the air, amongst the myriad white sails and windsurfers that sail up and down the lake, swept along by the wind, are also reflected in footwear fashion with a touch of new mood design. Solid rubber is used for sandals with thick, solid soles, all in black and white, many of which are reinforced with grip soles, with both flat versions and those with a wedge. Sport 'couture' is also the inspiration for the navy we find in sneakers, suitable for all occasions, either tottering on high platforms or flat, with a new classic look, just like the historic regatta style.

Across the whole range we see

a new tendency for neutral tones, white & black, that give a lighter touch compared to the multitude of hot colours we saw last season.

A feature that is still omnipresent on all styles is the metallic look, updated with transparent animal print bases, over-printed with flower power designs or a scrunched distressed look.



Expo Riva Schuh showcases the latest footwear for the female market, for a woman who is strong yet delicate at the same time.

Summer ankle boots of every variety, with a special focus on plastic mood, which solves the problem of unpredictable weather with new fashion solutions at all levels. On the new romantic front, fabric and leather are livened up with perforations inspired by lace, real or printed, and also 3D effects.

For high Summer we see the comeback of floral themes, from botanical gardening to the exotic, with macro and micro flowers printed on fabric or straight onto leather. As for colours, fluorescent turns into glittering surfaces or iridescent, that hint at tropical. Wedges are still around, made of all sorts of materials, with lots of little



Mr. Miguel Plascencia, President, Organising Committee, World Footwear Congress, Mexico making presentation about the event

straps and buckles wrapped around the foot, right up to the ankle, for a seductive bondage effect.

The desire for light and metallic effects continues for mini children's shoes for Summer 2015 at Expo Riva Schuh, the event that previews international footwear trends. On the stands we see a lot of space given over to shiny, silver, glittery children's shoes with diamante, sometimes mixed with floral prints.

For little girls there are lots of punched holes with lace, alternated and woven with flowers and butterflies. For little boys the styles are all sport, with a strong return to the themes of navy and light blue, with contrasting white or red, or multi-coloured options. A growth in terms of fantasy and comics shoes, with characters and themes taken from the most famous international blockbusters.

THE CREATION OF A CULTURAL ASSOCIATION ALONGSIDE EXPO RIVA SCHUH

The non-profit, private cultural association called FRIENDS OF EXPO RIVA SCHUH has been founded. Its aim is to:

- Enhance and promote the history

and socio-cultural impact of the exhibition "Expo Riva Schuh", by collecting and preserving historical records in an archive that will be based in Riva del Garda;

- Consolidate the roots of "Expo Riva Schuh" in the Upper Garda area and the Province of Trento, by organizing complementary events during the two annual editions of the exhibition;
- Promote national and international relations with local museums, fashion institutes, design schools related to the product sector of footwear and leather goods, organise conferences and meetings related to the theme of fashion.

WHO CAN APPLY?

Individuals, Associations, Private or Public Organisations may become part of the Association, based on the criteria established by the Assembly, be they Italian or foreign.

The requirements for joining are the following:

- Being or having been an exhibitor of the exhibition "Expo Riva Schuh"
- Being or having been visitors of the exhibition "Expo Riva Schuh"

- Being or having been a service provider for the organization of the exhibition "Expo Riva Schuh," either directly or indirectly
- Promoting or having promoted, assisting or having assisted with the creation and execution of the exhibition "Expo Riva Schuh" in the Trentino region.

CLE Participation in the Fair :

Group participation of its members was organized by CLE in the 82nd edition of the fair with a total strength of 77 companies.

In their Press Release, the fair organizers highlighted about the Council's participation in the fair & said that "The 82nd edition of the Riva del Garda Fair reveals a boost in terms of Indian representation; the delegation organized by CLE, the Indian Council for Leather Exports, has reached a total of 77 companies, demonstrating a significant growth, compared to the 65 companies in January 2014. Together, they will occupy a total of 1,365 sq.mtrs of floor space in Hall A3 and B 4."

The following companies participated in the 82nd edition of the fair under the banner of CLE India Pavilion:

Sl. No	COMPANY	Stand No.
1	A.S. PRAKASH & ASSOCIATES	A23
2	A.V. OVERSEAS	A15
3	AKI INDIA PVT LTD.	A42
4	AMAR BROTHERS GLOBAL (P) LTD.	A16
5	ARRAY FASHION PVT LTD.	A18
6	ARVIND FOOTWEAR (P) LTD.	A62
7	ASCOT INTERNATIONAL	A45
8	B.N. ENTERPRISES	A09
9	BANDEJJIA TRADERS	A38
10	BHARAT EXPO INTERNATIONAL	A05
11	BOSE FOOT FASHIONS PVT. LTD.	A25
12	C.D. INTERNATIONAL	A48
13	CALICO TRENDS	A56
14	CONCEPTS	A80
15	EMCO EXPORTS	D01.01
16	EURO INDIA EXPORTS	A22
17	EXCELSIOR LEATHERS PVT LTD	A07
18	FEET CARE	A63

Sl. No	COMPANY	Stand No.
19	FLOURISH SHOES	A66
20	GLOBAL EXPORT	A76
21	GLOBAL IMPEX	A20
22	HIDECIDE	A46a
23	HKHR INTERNATIONAL	A36
24	HMA LEATHER EXPORTS PVT LTD	A55a
25	I.A. LEATHER (INDIA) PVT. LTD	A04
26	IMZA SCM	A34
27	INDIAN HANDICRAFTS	A78
28	INDIAN LEATHER COMPANY	A11
29	INDIAN LEATHER CREATIONS	A03
30	J.J. TRADE LINKS P LTD	A06
31	JM EXPORTS FOOTWEAR PVT LTD.	A17
32	JUST JIVE	A68
33	JUTE WONDERS UNLIMITED	A49
34	K.K. LEATHER MART	B4.A06
35	K.G. FOOTWEAR EXPORTS (P) . LTD	A12
36	K.G. SHOE EXPORTS	A27

Sl. No	COMPANY	Stand No.
37	K.S.S. SHOE INDUSTRY	A01
38	KALPTARU LEATHER PRODUCT PVT LTD	D01.03
39	KAPSONS WORLDWIDE	A72
40	KARAM UDYOG	A37
41	KUNDRA INTERNATIONAL	A47
42	LEATHER LINKERS FOOTWEAR P. LTD	A08
43	LEYAN GLOBAL (P) LTD.	A84
44	LEO WET BLUE LEATHER PVT. LTD	A55
45	LEXPO INTERNATIONAL	A33
46	MEHRA SHOES	A32
47	MODEL FOOTWEARS PVT LTD	A61
48	NAAZ EXPORTS PVT. LTD.	A40
49	OOM EXPORTS	A43
50	OPAL TRICONTINENTAL	A58
51	PAKKAR LEATHER EXPORT COMPANY	A10
52	PERFECT FOOTWEAR	A14
53	PRACHI LEATHER PVT. LTD.	A70
54	R.S.V. WORLDWIDE	A51
55	RELAXO FOOTWEAR LIMITED	A82
56	RENUKA ENTERPRISES	A50
57	RIDING HOUSE	A52
58	S.DHAWAN & SONS	A46
59	SACHDEVA OVERSEAS	A26
60	SAI SIDDHI IMPEX PVT. LTD.,	A31
61	SAKAY OVERSEAS	A53
62	SILVER LINE FASHIONS	A21
63	STYLO SHOES PVT. LTD	A30
64	SUMANGLAM FOOTWEAR PVT., LTD	A64
65	SUPER FOOTWEAR	A44
66	SUPER HOUSE LTD	A39
67	SUPER TANNERY LTD.	A60
68	SURI SHOES	A54
69	S.V. SHOES ENTERPRISES	A35
70	SWADESHI OVERSEAS	D01.02
71	TIRUBALA INTERNATIONAL PVT. LTD.	A57-59
72	TRANSWORLD SHOES PVT. LTD.	A28
73	UV OVERSEAS	A41
74	VEERUPAKSHI SHOES	A13
75	ZAFAR ALAM INTERNATIONAL	A19
76	ZEEKO SHOE FACTORY	A74
77	ZOYA EXIM	A29



Mr. Rehan Ajmal, COA Member at CLE info booth

A view of stands in CLE Pavillion





Visit of dignitaries / Officials to the CLE Info Booth:

CLE publications & publicity materials were displayed at the CLE Info Booth & were presented to the business visitors.

The following dignitaries / Officials visited the CLE info Booth & interacted with CLE rep. about the fair :

- Mr. N. Shafeeq Ahmed, Vice Chairman –CLE
- Mr. Sudhri Rustagi- COA Member
- Mr. Vipin Seth, Panel Convenor
- Mr. Mario Pucci, International Relations Director – National Association of Italian Manufacturers of Footwear, Leather goods, Tannery machines and Accessories (AS-SOMAC),
- Mr. Vladimir Krupochkin, Director of Business Development MOS Shoes, Moscow
- Ms. Barbara Solini, Foto Shoe
- Mr. Massimo Cipolloni, International Relations Manager, Moda Pelle s.r.l. Italy
- Mr. Stefano Migliavacca, International Promotion Manager –ARS Sutoria Arpel,Italy:

Mr. Stefano discussed about the “ARS Workshop” to be organized by CLE in collaboration with the ARS School in Chennai and Kanpur during October, 2014. He faculty of the ARS would visit India for two workshops with the updated information on global footwear trends for the participants of the workshop.

Mr. N. Shafeeq Ahmed, Vice Chairman, CLE and Mr. Javed Iqbal, COA Member, CLE at CLE info booth.



(L to R) Mr. Stefano Migliavacca, International Promotion Manager , ARS Sutoria Arpel,Italy & Mr. Rajesh Jain of ARS Sutoria, Mr. R.K. Shukla, Asst. Director, Mr. M. Krishnaiah AEPO (SG), Mr. P.N. Pandey, AEPO and Mr. K.R.Venkateshan, EPO at the CLE info booth



Mr. Vladimir Krupochkin, Director of Business Development, MOS Shoes, Moscow at CLE info booth.



(L to R) Mr. Sudhir Rustagi, COA Member, CLE & Mr. Vipan Seth, Panel Convenor, Footwear Component, along with Mr. Ketan Shanghvi with CLE officials.



Mr. R K Shukla, Asst. Director presenting a set of CLE publications to Mr. Massimo Cipolloni, International Relations Manager, MODA PELLE s.r.l., Italy at CLE info booth.



Mr. Javed Iqbal, COA Member (3rd from left) interacting with CLE officials. Also seen is Mr. Lalit Arora, Managing Director, M/s. Leather Linker Exports Pvt. Ltd, Agra (left)



Ms. Monica Chemini, Secretary, Expo Riva Schuh Fair with CLE officials

Conclusion :

Good footfall of the business visitors were seen during the fair. As per 'feedback from' received from the CLE participants, confirmed business worth 0.09 million Euro & expected business worth 23.10 million Euro were generated during the four days of the fair.

Expo Riva Schuh has a great potential for the Indian footwear manufacturers & exporters and CLE has its significant participation for the last many years. Great signs for the present: eyes focused on the future: the next dates Expo Riva Schuh are from January 10th to 13th 2015.

