

Brand India Footwear Expo 2014, August 23 & 24, 2014

Hotel Radisson, Paschim Vihar, New Delhi

The Brand India Footwear Expo 2014 (BIFE-2014) was held during August 23-24, 2014 at Hotel Radisson Blu, Paschim Vihar, New Dehi. The event was organized by Mark India Trade Events (MITE), New Delhi and it was supported by Footwear Today (Monthly Footwear Magazine). The event was exclusively for the manufacturers of non-leather footwear wherein around 40 companies majorly from Delhi, Bahadurgarh and Jaipur exhibited and displayed their latest products.

Shri Raj Kumar Gupta, Managing Director, M/s; Action Shoes inaugurated the event by cutting the ribbon and official inauguration was held by lightning the auspicious lamp. Shri Saurabh Bairathi, Managing Director, M/s; Bairathi Shoe Co Ltd, Jaipur and other leading manufacturers of non-leather footwear were also present on this occasion.

Shri Raj Kumar Gupta delivered introductory speech and informed that the objective of the event is for exploring the business opportunities available for the manufacturers of non-leather footwear through buyer seller event exclusively for the non-leather footwear segment. He assured that by organizing and participating in such kind of events it will be helpful for doubling our domestic sale by the next 5 years and the export of the non-leather footwear will increase up to 4-5times more as compared to present data. He invited attention of all the exhibitors and manufacturers of footwear towards potentiality of the footwear industry in domestic and international market and advised for quality up-gradation and capacity creation and utilizing the skill development scheme towards beating to our main competitor i.e. China. He discussed and informed about the Footwear Park in Bahadurgarh industrial estate which will be helpful for all those footwear units which are spreading in the remote and non-accessible area for establishing themselves in the footwear park wherein all required industrial



Shri Raj Kumar Gupta, MD, Action Shoes inaugurating the event

facilities will be available within the footwear park.

Shri Saurabh Bairathi, Managing Director, M/s; Bairathi Shoe Co Pvt Ltd and General Secretary of Rajasthan Footwear Manufacturer's Association (RFMA) welcomed all participants and expressed his thanks to Chief Guest for his august presence and useful guidance and motivation extended to the manufacturers for boosting their business and support for development of the non-leather footwear industry in domestic and international market. He said that

we have to collectively make efforts for establishing non-leather footwear recognition in domestic as well in the international market. He opined that such platform provides us better business exposures, dissemination of innovative ideas, latest design information and understanding of consumer needs and moreover current market behavior for formulating marketing and production strategies towards business enhancement. The entire world is looking towards India and diversifying and planning for procuring Indian leather and non-leather footwears.

The following companies took part of the event as an exhibitor;

S No	Exhibitors Name
1	ACE Footmark (Pvt) Ltd, Bahadurgarh (Haryana)
2	Aerobok Shoe Pvt Ltd, Bahadurgarh (Haryana)
3	Alpine Poly Rub Private Limited, New Delhi
4	Ansh Polycoats Pvt Ltd, New Delhi
5	Arvind Plastics, New Delhi
6	Asian Footwears Pvt Ltd, New Delhi
7	Asian Rubber Industries, New Delhi
8	Aztec Shoes Pvt Ltd, Sonapat, Haryana
9	Benson Polymers Ltd, New Delhi
10	Bairathi Shoe Company Pvt Ltd, Jaipur
11	Chemrow India (P) Ltd, New Delhi
12	City Footkraft, Bahadurgarh (Haryana)
13	Deiem Pvt India Pvt. Ltd, Delhi
14	Devghanas Footwear, New Delhi
15	Ganesh Shoe Industries, Bahadurgarh (Haryana)

S No	Exhibitors Name
16	Galvin Industries, Delhi
17	Golden Chemtech Limited, Chandigarh
18	Jai Ganesh Pvt Ltd, New Delhi
19	Krishna Footwear, Delhi
20	Krishna Plastic, Delhi
21	Lapose Footwear, Delhi
22	K. S. Footwears (P) Ltd, New Delhi
23	Manglam International, Delhi
24	Manas Bag House, Delhi
25	M. D. G. Footwear (P) Ltd, Bahadurgarh (Haryana)
26	Meditek International Pvt Ltd, Delhi
27	Micro Rubber Industries (P) Ltd
28	M & M Technologies
29	Mohit Enterprises, New Delhi
30	Narain Polymers Pvt Ltd, Delhi
31	Pan East Exim Pvt Ltd, Kanpur
32	Satnam Traders, Delhi,
33	Shoe Art India, Delhi
34	Shyam Plastic Industries, Bahadurgarh (Haryana)
35	S R. Enterprises (Buddies), New Delhi
36	Sona Hawai Chappal Group, New Delhi
37	Vertis Footwear, Delhi
38	Venus Footarts Ltd, Sikar (Raj.)
39	Weldon Shoes Company, Delhi
40	Zeal Impression Pvt Ltd, Sonapat
41	Focus Shoes (P) Ltd, Bahadurgarh (Haryana)

Conclusion:

The two day Brand India Footwear Expo 2014 being reportedly successful event wherein approximately 1500 potential B2B meetings being held with overall 3000 footfalls of retailers, wholesalers, and distributors etc. In view of taking the event's satisfactory successes in achieving the objective of the participants, the majority of exhibitors have shown interest for organizing its next edition too, which will be announced by the event organizer shortly. The event was mainly focused on exploring the business possibilities of the manufactures and merchants of non-leather footwear across the country. The majority of participants in the event are from the northern region, which is another clear indication of the huge potentiality of the non-leather footwear segment especially in an around of Delhi, Jaipur, Gurgaon, Bahadurgarh clusters etc.



Business meetings in progress



(L-R) Shri Abu Sufiyan, UDC, CLE interacting with Shri Saurabh Bairathi, MD, Bairathi Shoe Co. Jaipur (3rd from L) and with the other participants



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