

# Report on Kerala Footwear Exhibition

Dubai, March 18, 2014

The Kerala Footwear Exhibition was held on 18th March 2014 at Dubai. The Expo was organized by Kerala State Small Industries Association (KSSIA), Kerala Footwear Manufacturers and Exporters Association, Confederation of Indian Footwear Industries and Footwear Design and Development Centre in association with CLE. Around 20 companies from CLE based in Kerala had participated in the Expo displaying Non-Leather Footwear.

Kerala Footwear Industry is making rapid strides over the years and has created a niche in the Indian Footwear industry. Kerala is the centre for producing Non-Leather Footwear made of Poly Urethane and is a major caterer to the domestic market in India.

The global import of non-leather footwear has shown an impressive growth over the years, occupying 48% share in the total footwear import of US\$103.38 bn in 2011. In terms of value, the global import of on leather footwear has increased from US\$ 33.13 billion in 2007 to US\$ 49.97 billion in 2011, growing at a compounded annual growth rate of 10.82% during the last five year period. Globally, the percentage of consumption of Non-leather footwear is comparatively higher than the leather footwear. Hence, the global demand for Non-Leather Footwear would continue to grow in the coming years.



Shri B. Rajagopalan, Counsellor, EOI, UAE addressing the inaugural session



Mrs. K. Sreelatha, AEPO greeting Shri B. Rajagopalan, Counsellor, EOI, UAE



Shri B. Rajagopalan, Counsellor, EOI, UAE inaugurating the Expo

In line with the increasing global demand, India's export of Non-Leather Footwear has shown a phenomenal growth in the last five years with the export value increasing from US\$ 43.49 million in 2008-09 to US\$ 126.67 million in 2012-13, growing at a compounded annual growth rate of 30.63%.

India's export of Non-Leather Footwear has increased from US\$ 9.77 mn in 2008 to US\$ 36.53 mn in 2012, showing a remarkable growth over these five year period.

Thus, considering the market potential in UAE for Non-Leather Footwear, the Kerala Footwear Exhibition

has organized its first Expo in Dubai at Traders Hotel on March 18, 2014.

## The Event

The Kerala Footwear Exhibition was inaugurated by Shri B. Rajagopalan, Counsellor (Economic & Commerce and Head of Chancery), Embassy of India, UAE through the formal ribbon cutting. The participants, Ms. Sripriya, Director-General of ITEC, Sharjah and K. Sreelatha, AEPO, CLE were present during the inauguration.

The CLE representative extended a warm welcome and presented bouquet to Shri B. Rajagopalan.

Shri B. Rajagopalan congratulated

the efforts of the KSSIA in organising the exclusive Footwear Show for the first time in Dubai and wished success for all the exhibitors.

He then moved around the stalls and interacted with all the exhibitors.

The other dignitary who visited the event was Shri Ashok Babu, Deputy Consul General, Consulate General of India, Dubai who visited the individual stands and interacted with the exhibitors.

### CLE's Marketing Support

CLE had engaged the services of M/s India Trade Exhibition Centre, m.e., Sharjah, for undertaking the Buyer mobilization campaign. The agency sent Invitations to the database of buyers, E-mail blasts and telephonic follow up.

As part of publicity measure, advertisements were released in Gulf News and Khaleej Times, the two leading business journals in Dubai.

The CLE Representative visited the Murshid Bazaar, the centre for non-leather footwear retailers and extended personal invitations to them. CLE also extended E-mail invitations to around 4000 database of Footwear importers obtained from the Dubai Chamber of Commerce & Industry.

### Buyer Turnout

Based on the Council's buyer mobilization effort, the one day event was highly successful witnessing around 170 buyers. Though the business generation could not be ascertained, as per the feedback of the participants, totally 564 business meetings were held in the one day event. All the participants had appreciated CLE's efforts and wished that such events are to be organized every year in Dubai.

### Interaction of Counsellor, EOI with participants

