

# APLF- Materials, Manufacturing and Technology Fair,

Hong Kong, March 31- April 2, 2014



## Report by Sunanda Santappa & P Dhanasekaran, CLE.

Ever since its launch as the Hong Kong Leather Fair in June 1984, MM&T and Fashion Access have held their place as the leading raw materials, leather, leather goods and fashion accessory event taking place in Asia but serving the global market. The 2014 MM&T fair was the 30th Anniversary Edition of these twin Fairs. Held in Asia's commercial hub of the island city of Hong Kong with its free-port status, APLF's location has been the ideal platform from where to initiate, continue and conclude business. The 2014 twin Fairs of the 30th Anniversary edition had 1,700 exhibitors and an estimated 30,000+ visitors from all corners of the globe.

MM&T has established itself as the leading annual event for the global leather industry and a vital buying platform for fashion professionals. A significant part of the supply chain for the leather business is represented: semi-finished and finished leather, hides and skins: exotic leather: equipment, chemicals and dyes for tanning and leather trading. Exhibitors offering synthetic and natural materials as well as components and accessories for use in fashion products make up the balance.

Hong Kong which has been known for decades as a key trading hub in Asia, also represents an important market for leather and leather products. Importantly, Hong Kong is the gate way to mainland China which is the number one global producer of leather products including footwear.

### I. Hong Kong Import Potential

- As per ITC, Geneva Trade Statistics, Hong Kong is the 3rd largest importer of leather & leather products in the world.
- Hong Kong is an important market for leather & leather products with its imports increasing from US \$ 10385.01 Million in 2007 to US\$ 11394.49 Million in 2011, growing at a CAGR of 2.34%.
- Hong Kong accounts for a share of 7.13% in the global import of US\$ 159.89 bn in 2011.
- Out of Hong Kong's total leather import trade, the import share of various leather product categories are as under:
  - o Finished Leather 27.33%
  - o Footwear (leather & non-leather and footwear compts) 45.12%
  - o Leather Garments 1.62%
  - o Leather Goods & Accessories 25.76%
  - o Saddlery & Harness 12.75%

### II. India – Hong Kong Leather Trade

India's export of leather & leather products to Hong Kong has increased from US\$ 280.96 mn in 2007 to US\$ 440.54 mn in 2012-13, growing at a CAGR of 9.41%. Presently, India accounts for a share of 3.15% in Hong Kong's total leather import trade of US\$ 11394.47 mn. Finished Leather is the major item of import, although India's exports of other Finished Products as Footwear, Leather Garments and Leather Goods has also been seeing robust growth. Hence, there is good scope to further enhance India's

export of leather & leather products to Hong Kong in the coming years.

### Exhibiting Companies

There were about 1,213 exhibitors in a gross area of 26,800 sq m from 50 countries and regions including Argentina, Australia, Bangladesh, Belgium, Brazil, Canada, China, Colombia, Czech Republic, Denmark, Egypt, Estonia, Ethiopia, Finland, France, Germany, Hong Kong, Iceland, India, Indonesia, Iraq, Italy, Japan, Korea, Lebanon, Malaysia, Mexico, Mongolia, Netherlands, New Zealand, Pakistan, Paraguay, Philippines, Poland, Portugal, Republic of Ireland, Russia, Saudi Arabia, Singapore, South Africa, Spain, Switzerland, Taiwan, Thailand, Turkey, UK, United Arab Emirates, Uruguay, USA and Vietnam.

### International Pavilions

There were 27 Group Pavilions from 21 countries and regions including Bangladesh, Brazil, China, Egypt, Ethiopia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Mexico, Pakistan, Portugal, Spain, Taiwan, Thailand, Turkey, United Kingdom and USA

### Exhibitor's profile

The MM&T fair had a comprehensive range of exhibits including raw hides & finished Skin, Semi Finished Leather, /Finished Leather, Exotic Leather, Synthetic / Natural Materials, Components & Accessories, Shoe Components, Process Chemicals, and Tanning & Shoe Machinery, Equipment & Tools and Technology, Testing Laboratories, Trade Press and Other Services. The percentage of exhibiting companies by product sector is given below.

### Percentage of the Exhibiting Companies by Product Sector

1. Hides & Skins	13.4%
2. Semi-Finished Leather / Finished Leather	29.8%
3. Exotic Leather	3.9%
4. Synthetic / Natural Materials	8.3%
5. Process Chemicals & Dyes	3.2%
6. Components & Accessories	5.6%
7. Tanning / Shoe Machinery / Equipment & Tools	5.7%
8. Tannery	1.8%
9. Trader of Hides / Skins / Leather	21.0%
10. Trade Press / Institutions / Associations	5.1%
11. Business Solution & Technology	2.2%
Grand Total	100%

#### Visitor's profile

The following categories of visitors attended the MM&T.

Agents of Branded products, Brand Owners, Buying Offices, Distributors, Department Stores/ Chains, Buying Owners, Distributors, Department Stores/Chain Stores, Exporters/ E-tailers, Manufacturers of Leather/ Synthetic Materials, Importers, Tanners, Traders of Hides & Skins.

#### Special Events and attraction at APLF's 30th Anniversary

##### • Live in Leather Exhibit

APLF had appointed Hong Kong based French designer Laur Meyrieux to curate this special display showcasing innovative applications of leather for the home and creating view on leather of the future. Brazil took centre stage in this display.



*A view of exhibit at Live in Leather*

##### • Materials Trends Space

A preview of the trends for Spring –Summer 2015 was presented in 4 trend directions. A selection of exhibitors' leathers and other materials were presented in harmony with APLF Trends, created in collaboration with renowned Comite Francais De La Couleur. The theme for spring –summer 2015 was Fashion Sensations with 4 Key directions:

- Light Weight Sensations- Poetic Modernity

- Discrete Sensations- Natural Elegance

- Invigourating Sensations-Hybrid Freedom

- Voluptuous Sensations- Exotic Refinement

##### • Sourcing Luxury

This was a special group of exhibits on Luxury Leathers and other Luxury Materials and Components that can be sourced in the MM&T Fair. The display included high-quality and exotic leathers such as Ostrich, Shagreen, Crocodile, Cayman, Python, Veg-Tan Leather, among others.

Luxury fabrics, whether man-made or natural, were also on show. These included Cashmere, Pineapple Silk and Banana Silk. There were also luxury components and accessories made of precious wood, corals, mother-of pearl, turquoise and other semi precious stones, and quality metals.

##### • The Leather Club and The Leather Forum

With the club and forum's success in APLF – MM&T 2013, an even more exciting programme was implemented during March 2014. As part of APLF's 30th Anniversary celebrations, the Leather Forum had the Centre for the Brazilian Tanning Industry (CICB) focus on a list of seminars on sustainability vis-a-vis leather on Day1. On day 2, the focus was on the trend for bringing back traditional craftsmanship, and creating modern world that is more appreciative of the values and sensibilities of the past, thus resulting in the innovative reinvention of leather in fashion

##### • Manufacturing Technology Enhancement Sector

A special area was ear-marked for manufacturers and operators in the

leather industry to reach companies using the latest technology related to CAD-CAM systems and software applications.

##### • Best of APLF Awards

The Best of APLF Awards have over the years become a symbol of excellence in design, quality and innovation, Nominees, winners and past winners would easily be recognized by special icons near the fascia of their stands. Results was also announced during the Best of APLF Awards Presentation on April 1 2014.

##### CLE Participation in the MM&T Fair, March 2014

In the backdrop of the extensive and numerous events organized in connection with the 30th Anniversary edition of the MMT Fair,, the CLE organized group participation of 57 member-companies. The CLE also had a large pavilion with 50 companies in the concurrent Fashion Access Fair. It was a matter of pride for the Council for Leather Exports to be organizing this larger participation of member-companies in a key international leather trade event, and present the whole range of leather sector products from India to buyers from across the world.

The Council had gone in for wide publicity through on-site Branding by way of Banners, advertising in MMT and Fashion Access Fair Catalogue & Rotating Web Banner in the APLF and MMT Websites, Logo Inclusion in the APLF/MM&T/FA websites and sponsoring the Design a Bang contest. Besides, CLE has also distributed a number of copies of the Participants Profile Booklet which consist of all the 107 exhibitors participating in the both the concurrent events.

**Participants in CLE India Pavilion in the MMT in Hall No.1D**

S.No	Company Name	Booth No.	S.No	Company Name	Booth No.
1	Al-Furqan International, Vaniyambadi	1D-C39/IN	30	Maideen Leathers, Chennai	1D-D11/IN
2	Alig Tannery, Kanpur	1D-D07/IN	31	Mash Intl P Ltd, Kanpur	1E-E38/IN
3	Alina Pvt Ltd, Chennai	1D-C33/IN	32	Mega Leathers, Chennai	1D-C08/IN
4	Almighty International, Chennai	1D-C38/IN	33	Mirza International, Kanpur	1D-D23/IN
5	Amfa International, Chennai	1D-B22/IN	34	Model Exim, Kanpur	1D-C20/IN
6	Aqsa International, Vaniyambadi	1D-C32/IN	35	Model Tanners (India) Pvt Ltd, Chennai	1D-C01/IN
7	Aslam Tanners, Kanpur	1D-B32/IN	36	Nadeem Leatherware Exports, Chennai	1D-D21/IN
8	Balamurugan Leathers, Chennai	1D-B26/IN	37	Northern Tannery, Kanpur	1E-F40/IN
9	Blue Diamond Leders, Chennai	1D-D41/IN	38	Paramount Leather Corporation, Vaniyambadi	1D-C37/IN
10	Chien Hsing Tannery, Kolkata	1D-C35/IN	39	Pradsen Global, Chennai	1D-C16/IN
11	E.K. Hajee Mohammed & Tannery, Chennai	1D-C17/IN	40	Ruksh Exim Pvt Ltd, Kanpur	1D-C15/IN
12	Ejaz Tanning Co., Chennai	1D-D19/IN	41	S.A. Abdul Azeez & Co., Erode	1D-C41/IN
13	Enayat Overseas, Kanpur	1D-C24/IN	42	Saalim Shoes Pvt Ltd, Chennai	1D-C21/IN
14	Everest Tannery (P) Limited, Kanpur	1D-C36/IN	43	Saba Exports, Kanpur	1D-D15/IN
15	Glamour Leathers, Chennai	1D-D37/IN	44	Sharez Creation, Chennai	1D-B 39/IN
16	Gokul Raam Leathers, Chennai	1D-C31/IN	45	Shine Leathers, Kanpur	1D-D31/IN
17	Good Leather Company, Ranipet	1D-C34/IN	46	Shoeberry, Vaniyambadi	1D-C27/IN
18	Hameem International, Chennai	1D-B28/IN	47	SMF Exports, Chennai	1D-B36/IN
19	Harsha Impex, Chennai	1D-D33/IN	48	Star Exports, Chennai	1E-F42/IN
20	Hi Fasn Leather Products Co. Chennai	1D-C10/IN	49	Soft Leather Impex, Vaniyambadi	1D-B37/IN
21	Hijaz Leathers Pvt Ltd, Chennai	1D-D27/IN	50	Super House Limited, Kanpur	1D-D01/IN
22	Homera Tanning, Kanpur	1D-C30/IN	51	Super Tannery Ltd, Kanpur	1D-B42/IN
23	International Corporation, Chennai	1D-C12/IN	52	T. Abdul Wahid Tanneries Pvt Ltd, Chennai	1D-C02/IN
24	Iqbal Leathers Ltd, Kanpur	1D-C19/IN	53	Unique Exports, Kanpur	1D-D09/IN
25	J.C. International Limited, Kolkata	1-DB24/IN	54	Upper India Tanners, Kanpur	1D-C39/IN
26	Karamat Tanning Industries, Kanpur	1D-C09/IN	55	Vaigai Leather Corporation, Chennai	1D-C26/IN
27	KG Leathers, Chennai	1D-C29/IN	56	VRS Leathers Pvt Ltd, Chennai	1D-C11/IN
28	KKSK Tanning Co. (P) Ltd, Erode	1D-B34/IN	57	Zuha Leather Private Limited, Chennai	1D-C42/IN
29	M. Sambandam & Sons, Chennai	1D-D29/IN	58	Council for Leather Exports, INDIA	1D-C14/IN



Mr. R. Ramesh Kumar, IAS, Executive Director, CLE (4th from left) along with CLE and CLRI officials (from left to right) :  
 Ms. Sunieta Das, AEPO ; Mr. C. Vijayakumar, EPO; Mr. Md. Sadiq, Senior Principal Scientist, CLRI ;  
 Mrs. Sunanda Santappa, Asst. Director ; Mr. A. Fayaz Ahmad, Asst. Director and Mr. P. Dhanasekaran, AEPO

View of stands in CLE Pavilion



Mr. R. Ramesh Kumar, IAS, Executive Director, CLE (left) along with Mr. Puran Dawar, Member, COA, CLE  
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View of stands in CLE Pavilion



L to R : Mr. Ajay Lal, UBM India, Smt. Sunanda Santappa, Asst. Director, Shri R. Ramesh Kumar, IAS, Executive Director, CLE



Shri R. Ramesh Kumar IAS, Executive Director, CLE interacting with Mr. V.P. Naimur Rahman, Convenor, Leather Gloves Panel, CLE



Shri N Shafeeq Ahmed, Vice Chairman, CLE and Shri R Ramesh Kumar IAS, Executive Director, CLE visited the MM&T Fair and interacted considerably with all the member-participants. A meeting was also held by Vice Chairman & Executive Director with Mr Michael Duck, Director-APLF Ltd, and Ms Perrine Ardouin-Director Marketing of APLF Ltd .



*Shri N Shafeeq Ahmed, Vice Chairman, CLE ( 2nd from left) at CLE Information Booth*



*Shri R Ramesh Kumar IAS, Executive Director, CLE and Shri N Shafeeq Ahmed, Vice Chairman, CLE meeting Mr Michael Duck, Director-APLF Ltd*

**Visitors at CLE Pavilion**

The CLE Pavilion was crowded with business visitors almost throughout the 3-day fair period. There were also a number of visitors to the CLE Information Booth who expressed interest in contacting CLE member-exporters for business, and were eager to pick up copies of the Participants Profile Booklet and Members' Directory placed in the booth.

The Consul General of India to Hong Kong SAR and Macau

SAR Shri Prashant Agrawal accompanied with Shri Virender Sharma (Consul-Commercial) visited the fair on 1st April 2014 during the forenoon. They were received by Ms.Sunanda Santappa, Asst Director and Mr P. Dhanasekaran, Council's representatives at the Fair. They visited all the Stands of the India Pavilion and interacted with participants. Shri Prashant Agrawal, Consul General appreciated the Council's efforts in organizing participation in the fair on such a large scale.

**Think Leather  
Think India**

INTERACTION OF CONSUL GENERAL WITH THE PARTICIPANTS



The Consul General with Mr. N. Shafeeq Ahmed, Vice- Chairman, CLE



**Business Outcome**

As per the feedback received from member-participants, there were about 1056 meetings with overseas buyers and the spot order to the tune of US\$ 20.69 Million and Expected order for US\$ 121.84 Mn approximately were generated during the fair.

**Conclusion**

The overall impression as gathered from our members is that the MM&T Fair was a very good platform to meet a number of customers from across the world. Almost all the participants in the CLE Pavilion have recorded their interest for participation in next MM&T (March 2015) through the Council for Leather Exports.