

Two Day Reverse Buyer Seller Meet (RBSM)

November 29 & 30, 2013, New Delhi.

In order to enhance India's export of leather & leather products, the Council for Leather Exports (CLE) is consistently undertaking various marketing initiatives which include participation in fairs and organising BSMs, India Leather Shows & B2B meetings and visit of sourcing delegation of leather & leather products to potential countries. As part of Annual Action Plan for 2013-14, CLE organized the 3rd edition of Two Day Reverse Buyer Seller Meet (RBSM) during November 29 & 30, 2013 at Hotel J. W. Marriott, New Delhi. This stand alone event was supported under Market Access Initiative Scheme (MAIS) of Department of Commerce, Government of India.

Shri J. K. Dadoo, IAS, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Government of India inaugurated the event. Shri Naveen Jain, Additional Commissioner, IGI, New Delhi; Shri Subash Kapoor, Regional Chairman-North, CLE; Shri P. R. Aqeel, Regional Chairman-South, CLE; Shri R. Ramesh Kumar, Executive Director, CLE; Shri Sanjay Kumar, Regional Director-North, CLE; member participants, overseas buyers, representatives from buying houses, officials from various Embassies and Government officials were present at the inauguration ceremony.

Shri Subash Kapoor, Regional Chairman-North delivered the introductory speech and appreciated the Council for organizing such stand alone events in India itself.

Shri Subash Kapoor expressed sincere thanks to member exporters for their participation and overseas buyers for accepting Council's invitation for their participation in the RBSM.

Shri R. Ramesh Kumar, IAS, Executive Director, Council for Leather Exports addressed the participants and highlighted various marketing activities undertaken by the Council. He extended special thanks to Shri J. K. Dadoo, Joint Secretary, DoC for his participation, active concern and special focus towards



Shri J. K. Dadoo, IAS, Joint Secretary, Department of Commerce inaugurating the BSM



Shri J. K. Dadoo, IAS, Joint Secretary, Department of Commerce lighting the lamp at the inaugural function



Shri R. Ramesh Kumar, Executive Director, CLE lighting the lamp



Shri Subash Kapoor, Regional Chairman (NR) lighting the lamp



Shri Naveen Jain, Additional Commissioner, IGI, New Delhi lighting the lamp



Shri J. K. Dadoo IAS, Joint Secretary, Department of Commerce addressing the participants at the inaugural function



Shri Subash Kapoor, Regional Chairman-North delivering introductory speech

development and export growth of Indian Leather Industry.

Shri Ramesh Kumar expressed sincere gratitude to overseas buyers as well as senior government officials and officials from various Embassies.

Shri J.K. Dadoo IAS, Joint Secretary and Shri R. Ramesh Kumar, Executive Director, CLE interacted with overseas buyers and widely discussed about strength and opportunities of Indian leather industry for long-lasting business relations with member exporters of leather & leather products.



Shri R. Ramesh Kumar, Executive Director, Council for Leather Exports speaking at the inaugural function



A buyer speaking at the inaugural function



A view of participants at the inaugural function



Shri J.K.Dadoo, IAS, Joint Secretary, DOC (2nd from right) and Shri Naveen Jain, Additional Commissioner, IGI, New Delhi (right) along with Shri R. Ramesh Kumar, Executive Director, CLE (left) and Shri Subash Kapoor, Regional Chairman (NR), CLE (2nd from left) at the booth of a participant

Interaction of Shri J.K.Dadoo, IAS, Joint Secretary, Department of Commerce with members



Besides, Shri R. Ramesh Kumar, Executive Director, CLE also interacted with officials from various embassies and discussed about further development and other issues pertaining to leather sector.

Shri Sanjay Kumar, Regional Director-North welcomed all the distinguished guests and participants and stated that the overwhelming response of member exporters and buyers for participation in the event itself reflects the success of the event. Shri Kumar added that the numbers of participants in this event are increasing year after year.

The Objectives of organising the RBSM are:

- To provide an international marketing platform and publicity campaign for leather products.
- To create a linkage between the foreign buyers and Indian exporters at a single platform towards exploring business collaborations and joint ventures.
- To provide opportunity for small and medium exporters located at remote place in different parts of India to meet overseas buyers and buying houses.
- To create opportunity of preference to sell focus products to focus buyers from focus countries.
- Assess the strength and weaknesses of the competitors to explore the markets.

The member exporters of leather products interacted with individual buyers and discussed about specification of products, current fashion trends and other allied business factors involved in the business development.



Interaction of officials from Dept. of Commerce with participants. Shri Sanjay Kumar, regional Director, CLE, Delhi is also seen (2nd from left)

List of Indian Companies who participated in the event

S.No	Name of the Company
1	Agharti Exports Pvt Ltd, Agra
2	Alig Tannery, Kanpur
3	Alpine Apparels Pvt Ltd, Faridabad
4	Alpine Poly Rub Pvt Ltd, New Delhi
5	Apollo International Ltd, Noida
6	Arvind Footwears (P) Ltd, Kanpur
7	Calico Trends, Kanpur
8	Capsons Co (Regd.), Noida
9	Century Overseas, New Delhi
10	Cinturones Alvi (India) Pvt Ltd, New Delhi
11	Designer Concepts, Noida
12	Evergreen International Ltd, Haryana
13	Falah Exports, New Delhi
14	Fashion Club Global, New Delhi
15	Gupta H C Overseas (I) Pvt Ltd, Agra
16	Himsheel International, New Delhi
17	Horsens Exports, Kanpur
18	Inspire Exim Pvt Ltd, Delhi
19	Jap Jee International Pvt. Ltd, Agra
20	Jarosniv Export (P) Ltd, New Delhi
21	Jhanji Exports Pvt Ltd, New Delhi
22	K. D. Orient Impex, Mumbai
23	Lewo Leather, Haryana
24	Meet Private Ltd, New Delhi
25	Muskan International, New Delhi
26	Naaz Exports (P) Ltd, Kanpur
27	Orion Conmerx Pvt Ltd, Haryana
28	Pacific Global Exports Inc, New Delhi
29	Pal Enterprises, New Delhi
30	Paradigm Leather Accessories Pvt Ltd, Haryana
31	Prits Leather Art Pvt Ltd, Noida
32	Ranvik Exports Pvt Ltd, Gurgaon
33	Rastini Works, Gurgaon
34	Ruksh International, Kanpur
35	Saroj International Leathers Pvt Ltd, Noida
36	Sarvesh Exports Pvt Ltd, New Delhi
37	Siddharth Exports, Noida
38	Simran Impex, New Delhi
39	Superhouse Ltd, Noida
40	Transworld Shoes Pvt Ltd, Agra
41	Tryshoera India Pvt Ltd, Noida
42	Virola International, Agra

A view of Business Meetings





Shri Subash Kapoor, Regional Chairman (NR), CLE interacting with participants



Shri Puran Dawar, President, AFMEC (3rd from left) interacting with participants

Shri P.R.Aqeel Ahmed, Regional Chairman (SR) (left) interacting with participants

List of Overseas Buyers who took part

S. No	Buyers Name & Company
1	Mr. Michael Goughallen, T & J Randall, UK
2	Mr. Ivan Labasta, Ivan Labasta Royal Leather, Czech Republic
3	Mr. Yoann Pascal Pierre simon, Sky & Co Stella K, France
4	Mr. Franck Badia, SAS PDT, Share Capital 37000E, France
5	Ms. Annemarie Gaganis, Whistles, Australia
6	Ms. Lucindas Macgill, Lucy Macgill Agencies, Australia
7	Mr. Kiritkumar Girdhardas, Be global Trading LDA, Portugal
8	Mr. Lasse Balschmidt, Lasse Balschmidt Agenter APS, Denmark
9	Mr. Rainer Jakobus and Mr. Taukhir, Goodiez GmbH, Germany
10	Ms. Poonam Chhibbar, Classic 2000, Canada
11	Mr. Etsuji Ono, Glenfield Corporation, Japan
12	Mr. Ramlakan Avinash, Angel Footwear, South Africa
13	Ms. Mariano Malvino, The Collection Spa, Chile
14	Mr. Xiaoqing Hong, Topunion & Products Co Ltd, China
15	Mr. Naweed Khaliq, Kentone Leather and textiles IMP/EXP Ltd, China
16	Mr. Luis Alberto Perez, Spain
17	Mr. Kith Chung, Armani Jeans, Hong Kong
18	Mr. Shkelqim Alimadhi, Arjon 99, Albania
19	Mr. Shen Yiqin, Golden Shine Trading Ltd, Hong Kong
20	Mr. Ender Yazicioglu, Birtug Dis Tic tds Ti, Turkey
21	Ms. Lesley Heron, Growin Steps Ltd, London
22	Mr. Anthony Christoforakis, Intershu Distributors, South Africa
23	Mr. Abiona Jenkin, Dreamworks Footwear Trading, South Africa

Visit of Shri Madhusudan Prasad, IAS, Additional Secretary, Department of Commerce to the event



A buyer providing his feedback at the concluding session

List of Buying Houses who visited the event

S No.	Name of Buying House
1	Blisswood Global Impex Pvt Ltd, New Delhi
2	Forward Footwear, New Delhi
3	Razzle Dazzle India, New Delhi
4	Liaison Consultancy Service, New Delhi
5	Gaitonde Leathers & Accessories Pvt Ltd, Chennai
6	Next Sourcing, Gurgaon
7	Diesel, Chennai (M/s; Brave Sourcing Pvt Ltd)
8	Rajyarekha Trade (P) Ltd, Nangloi, New Delhi
9	Vier Kross Impex Pvt Ltd, Faridabad
10	Decoreast, New Delhi
11	Big Lots, Gurgaon
12	Pelle India Inc. Chennai
13	Yebhi.com

Conclusion:

As per the feedback received from the India participants, there were good number of business enquiries and positive business negotiations generated during third Two Day RBSM held in New Delhi. The participants were satisfied with all arrangements and coordination services extended by the Council.

The overseas buyers have expressed their view that there are vast possibilities available for establishing business

collaborations and joint ventures towards enhancing business relations with Indian suppliers. The main attraction was portable bar displayed by one of the participants. The availability of qualitative, trendy and fashionable products i.e. footwear, leather garments, wallets, belts, bags etc. also attracted to the customers and fulfilled the requirement and expectations of the leather products. The participating buyers appreciated the Council's initiative for providing such platform for finished products of all segments under one roof.