

Two Day Buyer Seller Meet in Birmingham, UK

September 28 – 29, 2015

A report by R.K. Shukla, Assistant Director & Pradip Nandi, EPO, CLE

About United Kingdom Market:

The estimated population of United Kingdom is around 70 million with a strong labour force of around 4 million. The total U.K. household consumption on clothing and footwear is around Euro 60 billion. The U.K. fashion market is a leading industry well known for key players like Burberry, Marks & Spencer, Next, Top Shop, Asos, Mulberry, Super group and French Connection. The direct value of the U.K. fashion industry to the U.K. economy is £ 26 billion, up from £ 21 billion in 2009, showing an increase of 22% in nominal terms (Source: Oxford Economic 2014). Despite more than a third of consumer spending goes through shops, the online fashion market continues to boom and reached nearly £ 4.1 billion in 2009, up by 26% in 2008.

The luggage and leather goods market values the total sales of bags, wallets & purses and luggage. Bags, wallets & purses include briefcases, handbags, wallets and purses. Luggage includes suitcases and travel bags.

The total revenues of the U.K. luggage and leather goods market in 2012 was approximately USD 1,798.2

billion. The luggage segment is the most lucrative with approx. revenues of USD 1,109 billion in 2012, equivalent to 61.7% of the market's overall value. The bags, wallets and purses segment with approx. revenue of USD 689.3 billion in 2012, contributing to 38.3% of the market's aggregate value. The footwear industry in U.K. is also very large and every year around £ 6 billion of footwear is sold in U.K. Britain is home to some of the leading footwear brands and the most innovative directional designers. There is a consistent demand of high-end footwear in the United Kingdom.

Global Trade of Leather & Leather Products and Share of U.K. :

UK is 7th largest importer of leather and leather products in the world. UK's import of leather and leather products increased from US\$ 6823.61 million in 2008 to US\$ 7646.86 million in 2012, growing at a CAGR of 2.88%. UK accounted for a share of 4.76% in the global leather import trade of US\$ 160.54 billion in 2012.

UK'S IMPORT OF LEATHER & LEATHER PRODUCTS AND INDIA SHARE 2009-2013

(Value in Mn US\$)

DETAILS	2009	2010	2011	2012	2013	2014
Leather						
Import	138.50	164.42	207.42	185.61	236.72	
India's Export	2.69	3.33	3.75	4.03	2.6	3.45
% Share of India	1.94%	2.03%	1.81%	2.17%	1.10%	
Leather Footwear						
Import	2877.77	3125.91	3274.02	3078.77	3429.44	
India's Export	270.88	310.14	326.32	362.64	385.56	455.4
% Share of India	9.41%	9.92%	9.97%	11.78%	11.24%	
Footwear Components						
Import	89.63	97.76	115.87	101.43	111.32	
India's Export	20.82	24.28	29.70	32.2	35.02	34.79
% Share of India	23.23%	24.84%	25.63%	31.75%	31.46%	
Leather Garments						
Import	184.60	179.54	195.92	188.31	220.13	
India's Export	25.07	21.84	30.43	34.69	39.83	46.36
% Share of India	13.58%	12.16%	15.53%	18.42%	18.09%	

Leather Goods						
Import	752.76	836.62	1055.44	1120.55	1276.75	
India's Export	123.08	131.74	137.14	154.43	177.12	186.15
% Share of India	16.35%	15.75%	12.99%	13.78%	13.87%	
Saddlery & Harness						
Import	62.74	70.93	75.14	71.68	86.02	
India's Export	9.31	8.64	11.15	13.39	16.37	18.28
% Share of India	14.84%	12.18%	14.84%	18.68%	19.03%	
Non Leather Footwear						
Import	1894.81	2421.46	2612.73	2900.51	2886.82	
India's Export	4.75	5.23	4.50	4.64	5.47	6.91
% Share of India	0.25%	0.22%	0.17%	0.16%	0.19%	
Total						
Import	6000.81	6896.64	7536.54	7646.86	8247.2	
India's Export	456.60	505.20	542.99	606.02	661.97	751.34
% Share of India	7.61%	7.33%	7.20%	7.93%	8.03%	

Source: UK's Import - ITC Geneva / India's export DGCI&S

Buyer Seller Meet, Birmingham : UK is 3rd largest importer of leather and leather products from India. During 2014-15, UK accounted for a share of 11.57% in India's total leather products export of US\$ 6494.41 million. India's export of leather & leather products to UK has increased from US\$ 505.20 million in 2010-11 to US\$ 751.33 million in 2014-15, growing at a CAGR of 10.43%.

In order to tap the huge market potential in UK & to further enhance our market share in that country, a "Two Day Buyer-Seller Meet" was organized by CLE with support of Department of Commerce (under MAI Scheme) and full logistics support of Consulate General of India, Birmingham in Millennium Point, Birmingham .

CLE is actively publicizing Hon'ble Prime Minister of India's flagship programme "Make in India" at various forums and we are sure that with his forthcoming visit to United Kingdom, the initiative will achieve further momentum, paving the way for enormous investment in various segments of Indian Industries, including Leather Sector, thereby enhancing the bilateral trade between India and United Kingdom.

To publicize the event in UK & extending advance invitations to the buyers to visit the show, M/s Asian Guild, Birmingham was appointed as Marketing Agency in consultation with 'Consulate General of India' Birmingham.

Invitations were sent to the importers, major chain stores & Industry Associations to visit the Event. Advertisements were also released in the important magazines / journals to give a wide range of publicity for the show.

Inauguration of the event:

The "Buyer-Seller Meet" was inaugurated by H.E. Shri J.K. Sharma, Hon'ble Consul General of India in Birmingham

in the august presence of Shri B.K. Pradhan, Head of Chancery, CGI, Birmingham, Shri Subash Kapoor, Vice Chairman, - Council for Leather Exports, distinguished delegates & participants.



H.E. Shri J.K. Sharma, Consul General of India inaugurating the BSM along with Shri.B.C.Pradhan, Head of Chancery & Shri Subash Kapoor-Vice- Chairman,CLE



Participants at the inauguration function



H.E. Consul General addressing the participants at the inauguration program

Starting the programme, Shri R.K.Shukla, Assistant Director – CLE greeted the H.E. Consul General, Head of Chancery, Vice Chairman, guests & participants and

flower bouquets were presented to the Chief Guest & Head of Chancery by Vice Chairman - CLE. The Assistant Director – CLE briefly informed about the Indian Leather Sector and said that UK is our 3rd largest buyer and it contributes approx. 12% share in India's total exports of leather & leather Products. Keeping in view the potential of the market, this BSM has been organized by CLE.

Shri Subash Kapoor, Vice Chairman – CLE delivered the welcome address & extended a warm welcome to H.E. Consul General & Head of Chancery. Addressing to the Indian exhibitors and foreign delegates, he said that event is being organized at the right time when the Govt. of India is giving a renewed thrust to manufacturing in India with its flagship 'Make in India' initiative. The platform will go a long way in boosting the manufacturing of leather and leather products in India and also to invite the foreign investors to set up their manufacturing

units in India as one of their manufacturing and exporting hubs. He wished the participants & visitors a successful business meet. The Vice Chairman, CLE thanked CGI, Birmingham for their full support in organizing the event.

Speaking on this occasion, H.E. Shri J.K. Sharma, Hon'ble Consul General of India, Birmingham welcomed all the exhibitors & delegates. He emphasized the importance of such events which enables the exhibitors to come in direct contact with the importers and also to understand the designs and styles prevalent in the importing countries. He complimented the CLE to take the first step in organizing the BSM in UK, which will go a long way in boosting the trade between the two countries. The Chief Guest conveyed his best wishes to the Indian exhibitors for successful business tour in UK.

After the inauguration ceremony, the Chief Guest along with Shri B.C. Pradhan, Head of Chancery, Shri Subash Kapoor, Vice Chairman - CLE, Shri R K Shukla, Assistant Director & Shri Pradip Nandi, EPO visited to all the exhibitors and interacted about their products - being showcased in the event. The Hon'ble Consul General appreciated the leather products exhibited by the participants and enquired about the raw material and other components & designing etc. to make the final product.

The following Diplomatic Officials visited the BSM on 29th Sep., 2015 :

1. Shri S. S. Sharma, First Secretary (Economic) High Commission of India, London
2. Shri B.C. Pradhan, Head of Chancery, CGI Birmingham
3. Shri Pankaj Sharma, Consul, CGI, Birmingham

The above diplomatic Officials, accompanied by the Assistant Director, CLE visited the stands of Indian exhibitors & interacted about the BSM. They also came to "CLE Info Booth" and a set of publications were handed over to each of them.

The following 39 Indian manufacturer-exporters participated in the event & displayed their wide range of Leather and Leather Products in the BSM, as under :

S. No	Company Name	Products
1	A.D. Regency Exports Pvt. Ltd, Kolkata	Leather Goods
2	Alfa Impex Tanning Industries, Chennai	Shoes & Leather
3	Amit Leather Company, Mumbai	Leather Footwear
4	Ampel, Chennai	Ladies Moccasin Upper, Ladies Booty
5	Anam Exports, Kanpur	Leather Footwear, Belts
6	Anjana Exports Pvt. Ltd, Kolkata	Gloves & Goods
7	Apex International, New Delhi	Leather Garments and Finished Leather
8	Enhance Lifestyle Pvt. Ltd.	Leather Footwear
9	Amit Leather Wears	Leather Footwear
10	Baco Metallic Industries, Noida	Fashion Footwear
11	Calico Trends, Kanpur	Leather Footwear & Leather Goods
12	Creative Pelt Pvt. Ltd, Kolkata	Ladies Hand Bags & Goods
13	Classic Creation, Kolkata	Leather Goods & Footwear
14	Capson's Co, Noida	Leather Garments

15	D' Lords Exports (India), Mumbai	Footwear
16	Exclusive Leder Accessories, Kolkata	Leather Goods
17	Exotic Fashions Pvt. Ltd, Kolkata	Leather Goods
18	Falah Exports, New Delhi	Leather Garments
19	Fluerir Exports Pvt. Ltd, Kolkata	Leather Goods
20	Habib Fashion, Kanpur	Buf Leather & Leather Belt
21	IGT Exports Limited, Kolkata	Hand Bags & Wallets
22	I. K. International, Kanpur	Leather Goods and Garments
23	Jiwanram Sheoduttrai Industries Pvt. Ltd, Kolkata	Fancy & Industrial Gloves and Goods
24	Kanchan Vanijya Pvt. Ltd, Kolkata	Bags & Small Leather Goods
25	Kapi International, Kolkata	Goods
26	K.D.Orient Impex, Mumbai	Leather Apparel
27	Leatherman Fashion Pvt. Ltd, Kolkata	Hand Bags & Wallets
28	Ransack Design, Kolkata	Leather Goods
29	Nadeem Impex, Kolkata	Finished Leather & Leather Goods
30	New Overseas Enterprises, Kolkata	Leather Goods
31	Overseas Leather Goods Co. Pvt. Ltd, Kolkata	Leather Goods & Gloves
32	Ponds Exports Limited, Chennai	Footwear
33	Ruksh Enterprises, Kanpur	Leather Footwear
34	Shoeline International, New Delhi	Leather Footwear
35	Siddharth Exports, Noida	Leather Footwear
36	Skin N Stitch, Kolkata	Leather Goods
37	Super Tannery, Kanpur	Goods & Gloves, Non Leather Saddles/Harness
38	Tulsyan Impex Pvt. Ltd, Kolkata	Goods & Gloves
39	Wallets Plus, Kolkata	Hand Bags & Wallets

H.E. Shri J.K. Sharma, Hon'ble Consul General of India, Birmingham interacting with the participants



H.E. Shri J.K. Sharma, Hon'ble Consul General of India, Birmingham interacting with the participants



Shri Pradip Nandi, EPO,CLE (left) and Shri R.K.Shukla, Asst. Director, CLE (right) along with Shri J.K.Sharma, Hon'ble Consul General (3rd from right) and Shri Subash Kapoor, Vice- Chairman, CLE (2nd from right)

BUSINESS MEETINGS



BUSINESS MEETINGS

**Feedback of the participants and conclusion**

The Buyer-Seller Meet, Birmingham was the first initiative of CLE to enhance our export share in that market in a faster way. The event laid down the required platform for organising such Buyer-Seller Meets in UK on a much larger scale.

According to the marketing agency, about 103 buyers attended this event. Most of the exhibitors were quite optimistic that in future the event will be much beneficial to them. The exhibitors also agreed that the first initiative is always part of the learning curve.

The following Brands attended the event.

Denmark	Connect Accessories
UK	Bolla Bags
UK	Brakeburn
UK	Ash Wood Leather
UK	Steel and Jelly
UK	Fashion First
UK	Bags Direct
UK	Golunski
UK	Pegasus Exports
UK	Shoe Direct
UK	Brittan Footwear
France	Pro Moda SRL

Most of the participants suggested the CLE should continue this BSM in UK but in a bigger way. They also gave their consent for participation in the next edition.

The event also opened a window of opportunity for the exhibitors and buyers for entering into joint ventures, marketing tie-ups, Foreign Direct Investment in the leather sector in India.

Such events also act as Road Shows for the sector in the respective Countries and give an impetus to boost the most ambitious programme of our Hon'ble Prime Minister 'Make in India'.

Meet organized by Consulate General of India, Birmingham

On the concluding day of the BSM i.e. 29th September, 2015, the Consulate General of India, Birmingham organized a "Meet" in the evening & invited Vice Chairman CLE & Officials to discuss about the out-come of the BSM, future strategy, if it organized. The following Officials participated in the Meeting:

1. Shri B.C. Pradhan, Head of Chancery, CGI, Birmingham
2. Shri Subash Kapoor, Vice Chairman – CLE
3. Shri Sunil Harjai, COA Member – CLE
4. Shri Suresh Joshi, Asian Guild (Marketing Agency)
5. Shri R.K. Shukla, Assistant Director – CLE
6. Shri Pradip Nandi, Export Promotion Officer

Starting the meeting, the Vice Chairman – CLE said that we should have a better venue or a good hotel to organize such important events. He also pointed out that BSM days should not be immediately after a holiday. After protracted discussions, it was decided that International Convention Centre (ICC) at the Birmingham City Centre could be one of the best venue to organize the event, if CLE conduct it next time.

The Vice Chairman, CLE also said that role of the marketing agency is very important to organize the event successfully, so they should be fully professional & be very familiar with the prominent buyers, chain stores & industry associations.

The Head of Chancery, Consulate General of India, Birmingham assured their full cooperation and support to CLE in organizing such events in future for the development & growth of the Country.

Concluding the meeting, the Vice Chairman, CLE thanked Shri B.C. Pradhan & CGI Birmingham for their whole hearted cooperation in organizing the event.

Buyer Seller Meet in United Kingdom

■ Sept. 28-29, 2015

Shri Subash Kapoor, Vice- Chairman, CLE participated in the BSM event in UK (A detailed report on this event was published in the Oct. 2015 issue of LEATHER NEWS INDIA).

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Shri Subash Kapoor, Vice- Chairman, CLE addressing participants at inaugural function



Shri Subash Kapoor, Vice- Chairman, CLE welcoming the Consul General

Shri Subash Kapoor, Vice- Chairman, CLE accompanying Consul General during interaction with participants

