

# Two-day Buyer Seller Meet (BSM) organized by CLE

**15th & 16th December, 2015 in Radisson Blu Hotel, Deira Creek, Dubai, UAE**

■ Report by Sanjay Kumar, Regional Director-North, CLE and Vijaya Kumar. C, Export Promotion Officer, CLE

## UAE Leather Industry

As per Gulf Cooperation Council (GCC) statistics, the value of leather imports and exports across the GCC was US\$ 4.09 billion in 2014, including semi-finished and finished leather products, travel goods, accessories, handbags and footwear. The Middle East and African small leather luxury goods market (wallets, purses, card holders, and other accessories) was valued at US\$ 270.7 million in 2014, and growing 13.7% annually to reach US\$ 453.5 million by 2018.

- The GCC is also a leather manufacturing hub – US\$ 1.9 billion worth of dressed leather, luggage, handbags, saddlery, harnesses and footwear were produced in the Gulf region last year, with Saudi Arabia (US\$1.1 billion), UAE (US\$468 million) and Qatar (US\$ 250 million), the region's big three leather producers.
- UAE leather imports and exports in 2014 was valued at US\$2.2 billion in 2014.
- Dubai, which commands 30 per cent of the Middle

East luxury market according to consultancy firm Bain & Company, is the second most important global destination for international retailers, after London.

Market Information: (Source–Euromonitor International)

## India – UAE Leather Trade Scenario

India's export of leather and leather products to UAE increased from US \$ 69.05 million in the year 2009-10 to US \$ 284.06 million in the year 2014-15, growing at a CAGR of 32.69%. Footwear (both leather and non-leather) is the major export item from India, followed by Leather Goods, Leather Garments, Finished Leather and Footwear Components.

UAE has emerged as the second largest market for Indian leather industry, next only to Hong Kong and China. The exports from Indian leather industry to UAE has increased from USD 180.54 million in 2013-14 to USD 284.06 million in 2014-15, growing by a significant 57.34% which is the highest growth rate for any country.

**India's export of Leather & Leather Products to UAE during the last three years is tabulated below:**

Name of the Products	Duration								
	April 2012 – March 2013			April 2013 – March 2014			April 2014 – March 2015		
	Value in INR (Lacs)	Value in USD (Million)	% Share	Value in INR (Lacs)	Value in USD (Million)	% Share	Value in INR (Lacs)	Value in USD (Million)	% Share
Raw Hides Skin & Leather	595947.74	1095.44	0.3646	780251.79	1290.02	0.4099	814104.40	1333.64	0.4295
Leather Goods, Saddlery & Harness, Travel Goods	1139925.11	2092.53	0.69705	1430141.40	2354.54	0.7498	1550118.38	2535.78	0.81725
Footwear – Leather & Non Leather	1124604.72	2063.40	0.6875	1547382.88	2547.21	0.81125	1801237.96	2948.14	0.9499

Source : India Export Import Trade Statistics, Info-drive India



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## 2nd Edition – Buyer Seller Meet (BSM) on Indian Leather Products & Footwear - Dubai , UAE December 15th – 16th 2015

Taking into account the success of the event in 2013, and the tremendous import potential of Indian leather products to growing markets in UAE, the Council for Leather Exports (CLE), India, under Ministry of Commerce & Industry, Govt. of India, in association with Embassy of India, UAE & Consulate General of India, Dubai organized the 2nd Edition of Buyer Seller Meet (BSM) on Indian Leather Products & Footwear (Including Non Leather Footwear) on 15th & 16th December 2015 at Radisson Blu Hotel, Deira Creek, Dubai.

With representation from top 40 leather companies from all over India, the meet was an excellent opportunity for the UAE businessmen to meet the best of Indian Leather Industry. The 2 day event focused on showcasing India's finest leather & leather products ranging from Finished Leather, Leather & Non Leather Footwear, Footwear Components, Leather Garments, Leather Goods & Accessories etc. The Buyer Seller Meet was an ideal forum for buyers & sellers to interact with each other, develop and foster trade relations and enhance marketability of their products to UAE markets.

### Event Highlights

- 2nd Edition of the Event
- Exclusive Event for the Leather Industry in UAE
- Showcase of Wide range of Leather Products from India
- Immense Networking Opportunities for Buyers & Sellers
- Structured One to One Buyer Seller Meet

### Focus Products

- Leather & Non Leather Footwear
- Leather Garments/Apparels
- Leather Goods & Accessories (Wallets, belts, pouches etc.)
- Finished Leather

### LIST OF INDIAN EXHIBITORS (40)

- Alpha Leather Products, Chennai
- Alpine Polyrub Pvt. Ltd, Haryana
- Aqdas Exports, Kanpur
- Aryman Footwear Exports Pvt. Ltd., Agra
- Bik Bok Enterprises, Agra
- Blue Star Advertisers, Noida
- Deepak Impex (Wasan Group), Agra
- Farida Shoes Pvt Ltd, Chennai
- Gorav Footwear, Agra
- Hansa Products, Hyderabad
- Hype Exports, Dehradun
- I K International, Kanpur
- Igt Exports Ltd, Kolkata
- Indian Leather Company, Mumbai
- Jap Jee International Pvt Ltd., Agra
- Jars Grand Leather Works Pvt. Ltd., Kolkata
- Jhanji Exports Pvt. Ltd., New Delhi
- Kaygee Shoetech Pvt. Ltd., Kolkata
- Kevin Impex, Mumbai

- Klodennex, Kanpur
- Lewo Impex Pvt. Ltd., Gurgaon
- Luthra Overseas, Agra
- Mdg Footwear Pvt. Ltd., Haryana
- Nav International, Chennai
- Perfect Footwear, Agra
- Real Footcare (India), Agra
- Ross Leather Goods, Kanpur
- S. Lamos Shoes, Agra
- Sachdeva Overseas, Agra
- Safety Footwear India Pvt. Ltd., Agra
- Sai International, Haryana
- Sanaaliya Design Pvt. Ltd., Hyderabad
- Shanti Plastics, Mumbai
- Shayan Exports, Agra
- Siddharth Exports, Noida
- Silver Line Fashion, Kanpur
- Uday Shoes Pvt. Ltd., Agra
- Unistar Footwears Pvt. Ltd., Haryana
- Universal Footwear, Mumbai
- Zafirah Exports, Kanpur

### Pre event arrangements

Council for Leather Exports (CLE) has engaged India Trade & Exhibition Centre m.e. (ITEC m.e.) as the Event Management Agency for conducting the show, including mobilizing required number of buyers. In order to ensure successful organization of the event, extensive arrangements were undertaken, which includes:

### Advertising /Publicity

- Advertisements were released in leading Local newspapers and leather product magazines namely Khaleej Times, Gulf News & Lamasat magazine.
- Press Invitation were send to the Media & Follow ups. Press Conference was organized on 15th Dec before the inaugural session at Radisson Blu followed by distributing Press Gifts /Kit to the media persons. ITEC also coordinated with media persons for Press release – Pre & Post event.
- Series of email campaigns to 2000 targeted companies including Buyers/Importers/Chain Stores/Wholesalers/Retailers/Distributors/ Dept Stores/ Buying Houses and other targeted.
- SMS Shoots to the targeted companies
- Tele – Calling as per database
- Fixing appointments & Personal Invitation to Top/ Leading Companies
- Designing & Sending E-Invites & Email follow-ups as per database
- RSVP / Getting Confirmations
- Sharing the confirmed guest list in the given format
- Exclusive Website Creation & Maintenance
- Direct marketing/Outdoor campaign/ Flyer printing and distribution to localized leather markets in AUH/ Dubai & Sharjah.



(Left to Right) Mr Mohammediqbal Yacoobali, Shoemart – Landmark Group CEO; Ms Sripriyaa Kumaria, Director General, ITEC M.E. & IBPC Sharjah; Mr Sudesh K Aggarwal, Chairman ITEC m.e. & IBPC Sharjah; Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports; HE Shri Rahul Srivastava, Consul (Visa & Commerce) & Mr Tony Makhija – COO Al Safeer Group

### Pre-Event Visit of CLE Officials

In order to ensure attendance of Top Buying groups from UAE, Shri Sanjay Kumar, Regional Director-North, CLE visited Dubai & Abu Dhabi on 29th & 30th November, 2015. During his visit, the Regional Director-North, CLE met the CEOs of many Top Buyers in UAE including Al Mandoos Trading Abu Dhabi, Landmark Group, Al Safeer Group etc., and extended invitation to them for visiting the Two-day BSM.

### PRESS CONFERENCE

The Press Conference was held at Al Kamar Room, 10th Floor, Radisson Blu Hotel, Deira Creek, Dubai on 15th Dec 2015 at 9:30 am. The dignitaries seated on the dais from (Left to Right) were Mr Mohammediqbal Yacoobali, Shoemart – Landmark Group CEO; Ms Sripriyaa Kumaria, Director General, ITEC M.E. & IBPC Sharjah; Mr Sudesh K Aggarwal, Chairman ITEC m.e. & IBPC Sharjah; Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports; HE Shri Rahul Srivastava, Consul (Visa & Commerce) & Mr Tony Makhija – COO Al Safeer Group.



Addressing the media persons, top industry leaders namely Mr Mohamediqbal Yacoobali CEO, Shoemart – Landmark Group & Mr Tony Makhija COO- Al Safeer

Group welcomed the Indian Exporters to UAE and gave them insights of UAE Leather Industry and the market potential. In his address, Padma Shri M. Rafeeqe Ahmed, Chairman, CLE made a detailed presentation about Indian Leather Sector, 'Make in India' programme of the Hon'ble Prime Minister of India and also about the trade relations between India and UAE in the leather sector. HE Shri Rahul Srivastava, Consul (Visa & Commerce), CGI, Dubai also addressed the media people and requested them to give wider publicity about the BSM among the business visitors in UAE, through their Newspapers and Trade Magazines. Mr Sudesh K Aggarwal, Chairman ITEC m.e. & IBPC Sharjah also addressed the gathering.

### INAUGURATION OF THE BSM

The Buyer Seller Meet was held at Radisson Blu Hotel, Deira Creek which was jointly inaugurated by Mr. Mohammediqbal Yacoobali, CEO of Shoemart – Landmark Group, HE Shri Rahul Srivastava, Consul (Visa & Commerce), CGI, Dubai, Mr Tony Makhija – COO of Al Safeer Group, Padma Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports and Mr Sudesh K Aggarwal, Chairman ITEC m.e. & IBPC Sharjah in the presence of business visitors, Officials from CLE & ITEC m.e. and Indian participants.







*Shri M. Rafeeqe Ahmed, Chairman, CLE lighting the lamp at the inauguration*



*Shri Rahul Srivastava, Consul (Visa & Commerce), CGI, Dubai lighting the lamp*



*Mr Mohammediqbal Yacoobali, Shoemart – Landmark Group CEO lighting the lamp*

In his inaugural address, Consul (Visa & Commerce) HE Shri Rahul Srivastava welcomed and commended the efforts of CLE in organizing the Buyer Seller Meet in Dubai and stressed the need to conduct many such sector specific events in Dubai. He emphasized that the Two Day Buyer Seller Meet forum will provide an opportunity to the UAE entrepreneurs to explore all areas of cooperation with Indian leather industry.

Padma Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports, in his welcome address thanked the Indian missions in UAE for arranging a platform to promote export of leather & leather products from India. The Chairman, CLE mentioned that Indian Leather Sector has been included as one of the 'Focus Sectors' under 'Make in India' Programme of the Hon'ble Prime Minister of India. He said that UAE has emerged as the second largest market for Indian leather industry, next only to Hongkong +China and exports from Indian leather industry to UAE has increased from USD 180.54 million

in 2013-14 to USD 284.06 million in 2014-15, growing by a significant 55.68% which is the highest growth rate for any country.



*Shri Rahul Srivastava, Consul (Visa & Commerce), CGI, Dubai speaking at the occasion*





ITEC m.e. & IBPC Sharjah Chairman Shri Sudesh Aggarwal invited the participating exporters to visit the India Trade and Exhibition Centre in Sharjah and explore the possibilities to set up their offices and display their products, which would enable better business not only with the UAE based traders but can increase export to other GCC countries as well.

Addressing the gathering, industry leaders AI Safer Group COO – Mr Tony Makhija said that there is a lot of demand for the leather products from India in the UAE market and Indian exporters should explore the opportunities available. Mr Mohamediqbal Yacobali, CEO Shoemart – Landmark Group welcomed the Indian Exporters to UAE and commended the efforts of CLE, Indian Missions in UAE & ITEC m.e. for hosting this event for the

benefit of UAE business community. They briefed the Indian Exporters on UAE Leather market and the export potential of Indian Leather products to UAE / GCC markets.

On behalf of ITEC & its Board of Trustee, Ms Sripriya Kumaria, Director General, ITEC m.e. & IBPC Sharjah thanked the dignitaries for attending the inaugural session and expressed gratitude to the Consul General of India HE Shri Anurag Bhushan for his constant advice and guidance to ITEC m.e. and his unstinted support to ITEC management and also thanked CLE – especially Mr. Ramesh Kumar IAS- Executive Director CLE who entrusted ITEC with this event.



Immediately after the inaugural ceremony, the dignitaries visited the individual booths of Indian participants and interacted with them about their product profile.





VISIT OF THE DIGNITORIES TO THE STALLS





Dignitaries at CLE Booth

**CLE Information Booth @ BSM**

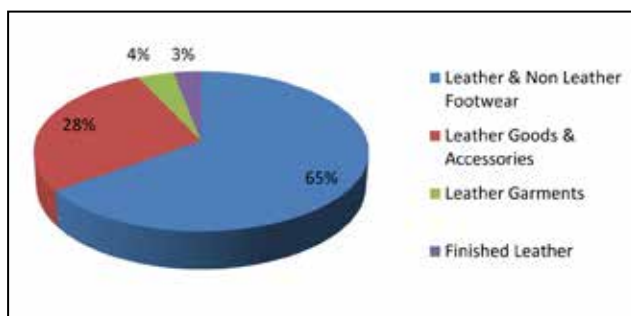
In order to assist the member-participants and also for ensuring successful organization of the event, Mr. Sanjay Kumar, Regional Director-North and Mr. Vijaya Kumar. C, Export Promotion Officer, CLE attended the Two-day BSM. Queries received from the business visitors, buyers and participating companies were well attended by the Council's Officials up-to their satisfaction. The publicity materials, posters and publications of the Council were displayed at the Information Booth. Council's prestigious event, the 19th UITIC International Technical Footwear Congress scheduled to be held in Chennai on 4th & 5th February, 2016 was also publicized among the business visitors and buyers by way of distributing carry bags, printed with UITIC information and other publicity folders.

**POST EVENT HIGHLIGHTS**

The buyer seller meet featured visit of top companies and industry leaders namely Shoemart - Landmark Group, Shoe Express, Al Safeer Group, Al Manama Group, Max, Apparel Group, Paris Gallery, Quality Gulf International, Globe Group, Toscana Shoes, Aerosoft International, Tradeways International, Al Mazaya Group, AfriWest General Trading, Al Sanabel Group, Dyna Trade L.L.C, Jasani L.L.C, Red Tag, Safetix Middle East, Super House Intl L.L.C , etc.

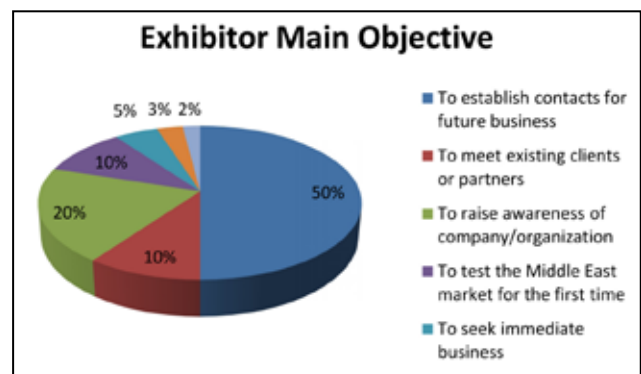
The BSM attracted visit of close to 240 buyers including top buyers from UAE.

**Indian Exhibitor's Profile - Category-wise**



**Exhibitor Feedback**

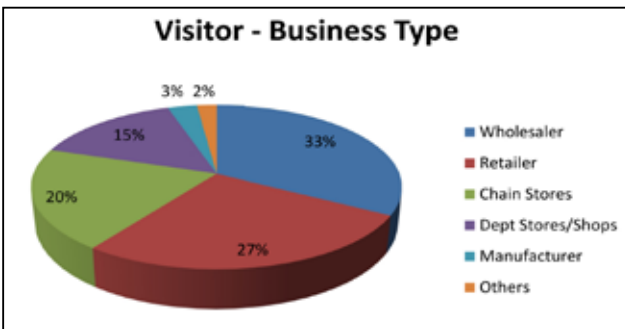
About 40 exhibitors from India exhibited their latest range of products. Exhibitor's main objective for participating in BSM, is summarized as under:-





**BUSINESS VISITOR'S PROFILE**

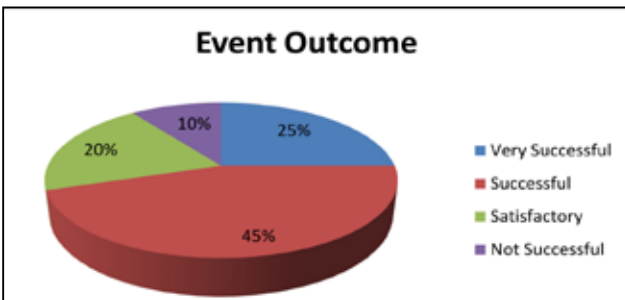
The nature of business visitors/buyers, who visited the event are as follows:



**BUSINESS VISITOR- AREA OF BUSINESS**



**EVENT OUTCOME**



**Feedback of Business Visitors**

- Among the products on display, there was predominance of Leather & Non Leather Footwear Products.
- Some of the buyers dealing in Leather Goods & Accessories namely Men's Wallets & Belts expressed their concern over less display of products of their interest as compared to 2013.
- Most of the buyers from the Footwear section were satisfied with the wide display of footwear products with better quality as per UAE market standards.

**Salient Features of the Event**

- Participation of 40 Indian exporters of leather and leather products provided the UAE buyers ample opportunity for business negotiation including the price.
- A congenial atmosphere was created for the visiting buyers by providing well built up stands for the participants, by giving ample scope for display of their products in a professional manner.
- Visit of close to 240 Buyers including top business groups was a key feature of BSM.
- The Indian Exporters received serious business inquires and some of them were able to book spot orders and sample orders too.
- As per feedback given by the Indian participants, in total, around 350 business meetings were held with the visiting buyers.
- Top/Leading buyers who visited the show namely Shoemart – Landmark Group, Apparel Group LLC, Al Manama Group, Paris Gallery etc., having branches throughout UAE as well as GCC countries again proves that the BSM was able to attract brands and chain stores as well.

**BUSINESS MEETINGS DURING BSM**





**BUSINESS MEETINGS DURING BSM**



**MEDIA LINKS (UAE/DUBAI BASED) OF THE BSM**

- <http://malayalam.oneindia.com/nri/indian-leather-products-be-showcased-dubai-142654.html>
- <http://www.khaleejtimes.com/nation/dubai/indian-leather-show-to-open-tomorrow-in-dubai>
- <https://en-maktoob.news.yahoo.com/indian-leather-show-open-tomorrow-dubai-064516392.html>
- <http://gulfnews.com/business/sectors/retail/indian-leather-products-to-be-showcased-in-dubai-1.1637018>
- [http://articles.economictimes.indiatimes.com/2015-12-14/news/69033773\\_1\\_leather-exports-indian-embassy-footwear](http://articles.economictimes.indiatimes.com/2015-12-14/news/69033773_1_leather-exports-indian-embassy-footwear)
- <http://economictimes.indiatimes.com/topic/Aymara-Indian?from=mdr>
- <http://www.ibtimes.co.in/india-hold-leather-products-expo-dubai-659349>