

# Make in India Promotion - Road Show & B2B Meetings Event

New York, USA, December 2-4, 2015

■ Report by Council for Leather Exports (CLE)



## MAKE IN INDIA

Make in India is a major national programme designed to facilitate investment, foster innovation, enhance skill development and build best-in-class manufacturing infrastructure in India. Leather, Leather products and Footwear sectors have been identified as one of the sectors for intervention under Make in India programme. Make in India initiative intends to invite both domestic and foreign investors to invest in India. Under Make in India, the Indian leather industry has been set a target of achieving turnover of USD 27 billion by 2020 from the present turnover of USD 12.60 billion (including export turnover of USD 15 billion from the present USD 6.6 billion and domestic turnover of USD 12 billion from the present USD 6 billion).

With a view to increase investments into the Leather Sector under Make in India, during August 2015, the Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India, has constituted a "Committee for Targeting Investment in Leather Sector". The Committee comprises of 27 repre-

sentatives from leather industry and Joint secretaries of DIPP and Department of Commerce. The Committee's primary task is to organize focused Road Shows in identified foreign countries and create awareness of India's manufacturing capabilities, strength and various proactive measures taken towards development of the leather industry in India, and growth prospects both for export as well as in the domestic market. Germany is one of the identified countries of intervention for organizing the Make in India Event.

In view of high growth levels projected for Indian leather industry and in view of the tremendous prospects for investments from overseas manufacturers/entrepreneurs, the Council for Leather Exports (CLE) with the approval of Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India, has organized "Make in India Promotion - Road Show & B2B Meetings Event" in New York, alongside Footwear Association of New York (FFANY) Shoe Expo during December 2-4, 2015.



(L to R) Shri Puran Dawar, Regional Chairman (North), CLE, Shri Dnyaneshwar M Mulay, Consul General of India, New York, Shri P R Aqeel Ahmed, Convener - Make in India Promotion, USA, Shri Rajendra K Jalan, Former Chairman, CLE and Shri R Ramesh Kumar, IAS, Executive Director, CLE at the Make in India - Investment Conference

## Objective

The objective of organizing the Make in India Event in USA is to create awareness of India's manufacturing capabilities, strength and various proactive measures taken towards development of the leather industry in India, and growth prospects both for export as well as in the domestic market. The objective is to attract foreign companies to invest in India, in either of following two modes (i) 100 % FDI to set up manufacturing plant of their own (or) (ii) by entering into Joint Venture with Indian companies to manufacture in India.



## Secretariat for the Committee, and organization of Event by CLE:

The secretariat for the 'Committee for targeting investments into Leather Sector' is functioning at CLE HQ. The Indian Leather Development Programme (ILDLP) Unit at CLE HQ has been handling the functions of the Secretariat, and it has been entrusted with the specific assignment of organization of Make in India promotion Events in the identified overseas countries.

In order to have focused attention in planning and executing the Make in India Event in USA, and to have a strategy most suitable to the US market, Shri M Rafeeqe Ahmed, Chairman of the Council for Leather Exports has appointed Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, as Convener for the Make in India Event in USA. It may be mentioned here that Shri P R Aqeel Ahmed is one of the leading manufacturer and exporter of Footwear in India, and has vast experience in USA and other European countries, Shri P R Aqeel Ahmed, Convener, has taken necessary actions and given advice to the CLE for planning, strategy and organization of the Make in India Event in USA.

## Make in India Event dissemination to Indian Companies

- The Council has circulated the information of the Make in India Event to the enterprises in the leather sector requesting their participation. The information was also hosted in the website of CLE for wider dissemination.
- The Council has sent invitation to prominent industrialists and members of the Committee of Administration of CLE and all eight product panel conveners of CLE.
- The Council has sent invitations to the Members of the 'Committee for targeting investments in the leather sector' constituted by the DIPP.
- The Council has sent the information about the Event to Associations in the domestic industry for circulation to their members for participation.

*Shri P R Aqeel Ahmed, Convener, Make in India Promotion - USA interviewed by media*

## Event Management / Marketing Agency

The Council for Leather Exports (CLE) has engaged NML International Inc., as the Event Management / Marketing Agency for organizing the Make in India Event in USA as per reference given by Consulate General of India's office in New York. The roles and responsibilities of Event Management Agency is to carry out promotion of event amongst the potential investor companies of USA, sending mailers to inform the Event details followed by telemarketing and confirm participation of US companies interested to have joint venture collaborations or to set up their own manufacturing unit in India.

The CLE and the Agency also invited and coordinated with the local industry associations such as Footwear Distributors & Retailers of America (FDRA), US Accessories Council, US Fashion Industry Association, American Apparel & Footwear Association (AAFA), etc.

The following were the activities done by the Event Management Agency to reach out to the US companies for the Event. The email blasts were sent to cover 3 different options – booth at FFANY, Make in India – Investment Conference : breakfast reception and cocktail reception:-

- 1.Event Invitations has been sent to 2400 attendees of FFANY Shoe Expo
- 2.Event Invitations – 545 email sent to NML Leather, Garments & Accessories Council Members
- 3.300 Breakfast Invitations to Exhibitors, Opt ins and VIP's (CEO, Supply Chain Directors, etc)
- 4.300 contacts were targeted through social media outreach
- 5.As a publicity campaign, telemarketing exercise, outdoor branding, were also carried out before the Event.
- 6.The Agency also has invited journalists / media persons for media coverage of the Event.

### Key Interactions with VIP Guests

On behalf of the CLE, the Event management agency NML International Inc, personally contacted the following top members of the US leather industry and introduced the Make in India investment program:

- Ira Ganger – President, Amerex
- Larry Levy – Vice President, The Levy Group
- Max Mizrachi – Vice President, Eastman Group
- Steve Lamar – Vice President, American Apparel and Footwear Association
- Bill McRaith – Chief Supply Chain Officer, PVH Corp
- Bernard Leifer – CEO, SG Footwear
- Gabby Safdeye – COO, Vida Shoes
- Ronnie Finestone – President, Levi Docker's
- Abbey Donneger – Vice President, Donneger Group
- Barry Kay – President, Herman Kay
- Mark Friedman – Vice President, Rothschild
- Jonathan Radcliffe – Vice President, Hawke & Co.
- Eliot Peyser – Owner, Weatherproof Garment Company
- Morris Goldfarb – Chairman, GIII
- Stuart Pollack – President, Bernardo
- Sherry Yip – Senior Director, Kenneth Cole
- Phyllis Rein – Executive Vice President, FFANY

### Marketing Push

Informational emails were sent to over 3000 members of the leather and fashion community including FFANY attendees and exhibitors, designers, production managers and sales people. These emails effectively marketed India as an attractive production resource. The Agency communicated the potential for vertical integration by showcasing India's improvements and modernization over the recent years. The FFANY show directory featured a full-page Make in India advertisement. Boxed gift presentations were sent to VIP guests. The agency

supported the US Accessories Council with full marketing, advertising, and PR services

### The Make in India Promotion – Road show & B2B Meetings had the following elements:

- i. Hiring of Seminar Hall – A Booth / Stand of 500 square feet was booked at FFANY Shoe Expo exclusively for the Make in India Event.
- ii. Engagement of Marketing Agency – NML International Inc, New York, has been engaged as the Event Management / Marketing Agency for the Make in India Event.
- iii. Publicity Campaign - Event Management Agency has sent Event Invitations through emails, E-blasts, fax, advertisements in industry magazines/ press materials, outdoor branding, and thru telemarketing. Two Models to show the Made in India products.
- iv. Audio Visuals – All necessary multimedia equipments viz TV/ Music Hook-up - a large flat screen with video were hired and used in the Make in India Investment conference for presentations, etc.

The Make in India Event was organized as per the following schedules:

#### December 2nd, 2015

Trade show (9 AM – 6 PM)

#### December 3rd, 2015

Breakfast reception (8:00 AM)

Make in India Investment Conference (9 AM)

Trade show (11 AM – 5 PM)

Cocktail Reception (6-7 PM)

Make in India Investment Conference (7–8 PM)

Dinner for select VIP guests (8 PM)

#### December 4th, 2015

Trade show (9 AM – 5 PM)

Make in India – Investment Conference



(L to R) Shri Ashfaque Ahmed, Director, Farida Group, Shri N Mohan, Tata International Ltd, Shri Puran Dawar, Regional Chairman (North), CLE, Shri Rajendra K Jalan, Former Chairman, CLE, Shri Motilal Sethi, Member –COA, CLE, and Shri R Ramesh Kumar, IAS, Executive Director, CLE



(R to L) Shri N Shafeeq Ahmed, Managing Director, Shafeeq Shameel & Co., Shri P R Aqeel Ahmed, Convener – Make in India Promotion, USA, ) Shri Ashfaque Ahmed, Director, Farida Group and Shri Motilal Sethi, Member-COA, CLE

The Make in India – Investment Conference was held on December 3, 2015 at New York Hilton Midtown and B2B Meetings was held alongside FFANY Shoe Expo during December 2-4, 2015. Since overwhelming response were received for the Make in India – Investment Conference, the Council has organized two Sessions of Make in India- Investment Conference –

- i) Breakfast meeting at 8.30am targeting Footwear companies and
- ii) Cocktail Reception at 6.00pm targeting Leather Garments, Leather Goods and accessories and also footwear companies.

Mr. Jaggi Singh, President & CEO, NML International Inc., USA, made a welcome speech, welcoming all the dignitaries and the audience to the Conference. Mrs. Karen Giberson, President of US Accessories Council, has addressed the Conference and recalled the outreach campaign initiated by the US Accessories Council to invite the US companies and stakeholders to this conference on the request of the CLE. Mrs. Giberson reiterated the excellent cooperation between India and US in the Leather Goods and accessories segment.



A view of audience



Shri P R Aqeel Ahmed, Convener – Make in India Promotion, USA addressing the gathering

Shri P R Aqeel Ahmed, Convener, Make in India Promotion, USA, has given introductory speech narrating the Hon'ble Prime Minister of India, Make in India programme launched in September 2014. In his opening remarks, he said that he has personally come to attend this Conference primarily for two specific reasons, first for the country and second for the Hon'ble Prime Minister of India Shri Narendra Modi Ji's initiative of Make in India. He said that Make in India lays focus on invigorating the manufacturing sector in the Country and India is today is considered as a manufacturing destination. The Leather sector has been given the focus sector status by the Govt. of India, in view of its social impact and higher growth prospects and the Make in India programme is also for leather sector besides various sectors. This Make in India campaign is being undertaken by the Council for Leather Exports on the directions of the Department of Industrial Policy and Promotion, Ministry of Commerce & Industry, Govt. of India. The USA has been identified as one of the countries in

which Make in India programme has to be popularized and this Investment Conference is being organized to explain the India advantages as a country in general and leather sector, in particular and invite the US companies to look upon India as a manufacturing destination.



*Shri P R Aqeel Ahmed, Convener –Make in India Promotion, USA, discussing with US companies*

Shri Rajendra K Jalan, Former Chairman of CLE, in his Keynote address explained the Make in India at a macro level and he made a powerpoint presentation on the Indian leather industry covering various aspects such as sector's current status in terms of clusters in the country, number of manufacturing units functioning in India, the manpower deployed, the total turnover, exports, domestic sales and retail market, export destinations, international brands sourcing from India, domestic brands and concluding with targets fixed for the leather sector under the Make in India programme. In view of the target of reach US\$ 27 billion turnover by the year 2020 poses enormous challenges as production capacities has to see a quantum jump and all around manufacturing activities have to take place at an enhanced level. The leather sector with its design capabilities, skilled manpower and modernized tech units with state of art machinery and equipments available, are poised and well placed to increase its production manifold. This requires the investments to flow in both overseas as well as from the domestic own sources. This presents an opportunity for the international business communities to concentrate and look at India for manufacturing the products. The international business community can set up their unit in India to manufacture for exporting their produce as well as to sell in the domestic market which is growing and poised to double in the next couple of years. He called upon the US companies to increase their cooperation with India and India is well placed to meet the requirements of the US companies. The presentation concluded with explaining the several entry options available to the overseas companies and simplified procedures for investments put in place by India. Shri Rajendra K Jalan has called upon the US Companies to Make in India and they can set up either 100% FDI units or joint venture collaboration with Indian companies. A film prepared by the Council for Leather Exports in India was played in the Conference.



*Shri Rajendra K Jalan, Former Chairman, CLE, interacting with US companies*

Shri R Ramesh Kumar, IAS, Executive Director, CLE, participated in the Investment Conference and he made a brief speech on the need for the leather industry to attract investments and joint ventures in the leather sector. He said that Govt. of India lays much importance for the Make in India programme and the Ministry of Commerce and Industry has constituted a 'Committee' for targeting investments into the Leather sector. The Committee has wide spread representations from different sub-segments of the leather industry in India and the Joint Secretaries of Department of Industrial Policy and Promotion as well as Department of Commerce were members in the Committee. The Committee's primary task is to organize focused Road Shows in identified foreign countries and create awareness of India's manufacturing capabilities and strength, and growth prospects both for export as well as in the domestic market. The CLE has taken all necessary initiatives towards organizing the Make in India event in USA. He requested the audience to keep in touch with the CLE for any further clarification and information needed by them and CLE would be more than happy to offer clarifications and facilitate the process of their investments in India.



*A view of audience*

Shri Dnyaneshwar M Mulay, Consul General of India, New York, addressed the audience and recalled the bilateral cooperation between India and US and with the help of the Make in India programme of the Govt. of India, the trade relations and cooperation are bound to increase further. He invited the US companies to have more business and investment relations with India and leather sector with its huge domestic market in the country for footwear and leather goods and accessories, the US companies has to make use of the India advantages and he wished that this Conference would pave the way for collaborations to materialize in the future.



*Shri Dnyaneshwar M Mulay, Consul General of India, New York, seen with Shri A Fayaz Ahmad, Assistant Director-CLE, Shri R Ramesh Kumar, IAS, Executive Director, CLE, Shri P R Aqeel Ahmed, Convener, Make in India Promotion, CLE, Shri Motilal Sethi, Member-COA, CLE, and Shri Puran Dawar, Regional Chairman (North), CLE*



*Shri Rajendra K Jalan, Former Chairman, CLE, Shri P R Aqeel Ahmed, Convener –Make in India Promotion, USA & Shri N. Mohan, Tata International Ltd., Mumbai, with a US company*

Shri V L Kantha Rao, Commissioner (Industries), Government of Madhya Pradesh, Bhopal, made a speech highlighting the existing status of the leather industry in the State of Madhya Pradesh, and he made a powerpoint presentation on the investment possibilities in Madhya Pradesh and explained the several incentives given for industrial development and setting up of the industries in Madhya Pradesh. He invited the US companies to have interaction with the Madhya Pradesh Government for their investments and the State Government would be too happy to assist them in investing in the State.



*Shri Puran Dawar, Regional Chairman (North), CLE interacting with Shri R Ramesh Kumar, IAS, Executive Director, CLE and Shri V L Kantha Rao, Commissioner (Industries), Govt. of Madhya Pradesh.*



Following this, the Q & A session was held. Shri Puran Chand Dawar , Regional Chairman (Northern Region) CLE, has given Vote of thanks and he thanked the participation of the Consul General, Shri Dnyaneshwar M Mulay and the excellent cooperation and support given by the CGI office in New York in planning and organizing this event. He thanked the US companies for making it convenient to participate in this conference and also thanked the Event Management Agency, Mr. Jaggi Singh of NML International Inc., for ensuring the participation of large number of US companies.



*Shri R Ramesh Kumar, IAS, Executive Director, CLE, Shri Puran Dawar, Regional Chairman (North), CLE, , Shri Motilal Sethi , Member-COA, CLE with US company*



*Shri N. Mohan, Tata International Ltd., interacting with US companies*

A few prominent members of the Leather industry Shri N. Shafeeq Ahmed from Shafeeq Shameel & Co, Shri N. Mohan from Tata International Ltd., Shri Motilal Sethi of Saroj International, were present in the Conference. Shri P R Aqeel Ahmed, Convener, has introduced them to the US companies present in the Investment Conference.



*US Entrepreneurs at the Investment Conference*



*A view of audience*

Mr. A. Fayaz Ahmad, Assistant Director, CLE, participated in the Make in India Event in New York and made necessary arrangements for organizing the Make in India Booth at FFA-NY Shoe Expo during Dec 2-4, 2015 and Make in India – Investment Conference held on Dec 3, 2015. Within CLE, Mr. A. Fayaz Ahmad, Assistant Director is the overall in-charge official of the entire Make in India promotion initiatives for the Leather Sector in all the identified overseas countries, and centrally coordinating with the DIPP and Indian Missions abroad in organizing the Make in India Events abroad besides taking all necessary actions to execute and implement the event organization. In respect of USA Event, Mr. A. Fayaz Ahmad, Assistant Director-CLE, has interacted with event management agency NML International Inc., right from the planning and engagement stage, and oversaw the event organization activities on day-to-day basis.



*A view of participants*

Through these Conferences, the Make in India concept was adequately highlighted and disseminated to the US Companies. The event focused on introducing the Make in India initiative to not only US direct apparel, accessories and footwear companies, but also the surrounding financial and legal communities that support the industry. The Event emphasized the attractiveness of investing in India and presented case studies on various apparel and accessories companies that have succeeded in the Indian market.

### B2B Meetings between Indian and US companies

A total of 11 Indian companies have earlier given their interest to have joint venture collaborations with US companies. The 11 companies are as under:

1. Alpine Apparels Pvt Ltd., New Delhi

2. Arvind Footwears (P) Ltd., Kanpur
3. Dawar Footwear Industries , Agra
4. Farida Group, Chennai
5. Global Leathers, Chennai
6. Nisha Leather Handicrafts, New Delhi
7. Ram Fashion Exports Pvt Ltd., Mumbai
8. Saroj International, New Delhi
9. Shafeeq Shameel &Co., Chennai
10. Sunrise Zenith Exports, Bengaluru
11. Tata International Ltd. Mumbai

Through a Booklet, the company profiles of the Indian companies who participated in the Make in India Event have been widely circulated to the US companies who visited the FFANY Shoe Expo and Make in India Events.

### B2 B MEETINGS



Due to unavoidable circumstances and their own business reasons, Alpine Apparels Pvt. Ltd., Global Leathers, Nisha Leather Handicrafts, Ram Fashion Exports Pvt. Ltd. could not visit USA and attend the Event.

*Ms. Karen Giberson, President, US Accessories Council seen with US companies*





*Make in India Registration Desk*



*Make in India Booth at FFANY Shoe Expo*

**Make in India Pavilion at FFANY**

A Stand / Booth of 500 square feet at the most vantage location exclusively for “Make in India” during the FFANY Shoe Expo, was constructed during Dec 2-4, 2015. The Make in India –Booth/ stand at FFANY had plush interiors, seminar stage, large screen TV to play promotional films. Make in India – Leather Focus Sector brochures, posters, banners were circulated / displayed during the Event. Each FFANY attendee received Make in India promotional material. Over 25 individual presentations regarding Make in India were made to footwear importers and manufacturers throughout the three day FFANY event. Make in India: Leather Focus Sector brochures and leaflets promoting the leather specific sector, have been widely circulated during the Event.



*B2B Meetings in progress*



*Shri Rajendra K Jalan, Former Chairman, CLE seen with Shri R Ramesh Kumar, Executive Director, CLE and Shri A Fayaz Ahmad, Assistant Director, CLE*





Product display at Make in India Booth at FFANY Shoe Expo



Visitor at Make in India Booth



Leather display at Make in India Booth



Shri Puran Dawar, Regional Chairman (North), CLE and Shri Motilal Sethi, Member -COA, CLE at Make in India Booth



Shri A Fayaz Ahmad, Assistant Director-CLE, Shri V L Kantha Rao, Commissioner (Industries), Govt. of Madhya Pradesh and Shri R Ramesh Kumar, IAS, Executive Director, CLE at Make in India Booth



Shri N. Mohan, Tata International Ltd., in Make in India Booth



Product display at Make in India Booth



Visitors at Make in India booth



Shri Puran Dawar, Regional Chairman (North), CLE interacting with Shri Ramesh Kumar, IAS, Executive Director, CLE.



Shri A. Fayaz Ahmad, Assistant Director at FFANY event



Shri N. Shafeeq Ahmed, Managing Director, Shafeeq Shameel & Co., interacting with Shri R Ramesh Kumar, Executive Director, CLE and Shri A Fayaz Ahmad, Assistant Director, CLE



B2B Meetings in progress

**Press Release**

The press release of the conference was prepared and sent to top, widely-distributed publications, such as:

- Footwear Plus Magazine (leading B2B Footwear industry publication)
- Footwear News (17,000 circulation)
- Women's Wear Daily (60,000+ circulation)
- Creative Marketing Plus (owns Outerwear trade publication)
- Accessory News (leading Accessories trade publication)

**Participation of American Companies:**

A total of 59 persons attended the Make in India - Investment Conference (Breakfast Meeting) on Dec 3, 2015. A total of 47 companies were represented and a total of approx 70 brands from these companies were participated. A total of 57 US companies participated in the Make in India - Investment Conference (Cocktail

Reception) on Dec 3, 2015. In addition to leading buyers and importers of major US brands, top representatives from fashion trade publications were in attendance, further increasing Make in India's exposure and coverage to those not at the event



A view of audience



**Participants at Evening Session**



*Shri P R Aqeel Ahmed, Convener – Make in India Promotion, USA, addressing the audience at the Conference*



*Shri Puran Dawar, Regional Chairman (North), CLE, addressing the audience at the Conference*



*Shri R Ramesh Kumar, IAS, Executive Director, CLE, making his speech at the Conference*



*Make in India – Investment Conference. Shri Jaggi Singh, NML International Inc., speaking at evening session*



*Shri Motilal Sethi, Member-COA, CLE at the Make in India – Investment Conference*

Think Leather  
Think India

### Participants at Evening Session



### Prospective Trade & Investment Opportunities – Outcome of the Event

- Companies and brands in attendance account for over \$10 billion in retail sales
- These companies have yet to conduct significant business in India and thus represent a huge opportunity for growth
- Bankers, lawyers and accountants – with a large client base – can solicit investment for the Make in India Initiative
- Make in India Initiative needs to be carried forward and build from the success of this event
- Huge potential to take business away from China vis-à-vis the US market due to high Chinese labor costs
- The agency recommended a permanent base in New York to maintain and increase exposure and awareness of the Make in India Initiative. The fashion and financial fraternity in New York would like to see continuation and follow-through of the Make in India program through local representation
- The Agency received several queries from different companies to discuss collaborations / investment going forward
- Now that the US companies have had an initial taste of the Indian leather industry, they must be continually informed and engaged to keep their interest alive

### Outcome of the Event vis-a-vis objectives:

1. The objective of organizing Road Shows – B2B Meetings is to attract foreign companies to invest in India, either 100% FDI to set up manufacturing plant of their own or to enter into joint venture collaboration with

India companies to manufacture in India. By holding the Investment Conference in USA, the CLE has presented current facts and future prospects of the Indian Leather Industry and invited the US companies to invest in India and join hands with India.

2. CLE ensured the popularization of the potential offered by India Leather Industry for growth under 'Make in India' programme among overseas investors /entrepreneurs so as to attract FDIs/Joint Ventures /Technical collaborations etc in leather industry which will scale up the production/modernization and expansion of capacities in the leather sector in addition to enhancing domestic investments. Through the powerpoint presentation made by the CLE, the Leather sector of India, and potential for growth, and future potential of growing domestic market in the country etc have been popularized, and Brochures/Leaflets and other publicity tools have widely disseminated the info on the Leather Industry and presented India as a design and manufacturing destination.

3. CLE undertook focused and sector specific interaction with identified potential global investors concerning leather sector. The interaction involved potential global investors and potential domestic companies willing to partner with global investors.

4. CLE promoted India as a design, innovation and manufacturing destination for Leather, Leather products and Footwear industries.

5. The B2B introductions taken place during the Event have given a platform to Indian and US companies to get introduced to each other and to explore the possibilities for joint venture collaborations.



*Think Leather  
Think India*