

# Make in India Promotion - Road Show & B2B Meetings

Sao Paulo, Brazil, January 10-13, 2016

■ Report by Council for Leather Exports (CLE)



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 representatives 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. Brazil 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 Sao Paulo, alongside COUROMODA - International Shoe, Leather Goods and Accessories Fair, during January 10-13, 2016.

## Objective

The objective of organizing the Make in India Event in Brazil 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 (ILDPP) 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 Brazil, and to have a strategy most suitable to the Brazilian market, Shri M Rafeeqe Ahmed, Chairman of the Council for Leather Exports has appointed Shri Rajendra K Jalan, Former Chairman, CLE, as Convener for the Make in India Event in Brazil. It may be mentioned here that Shri Rajendra K Jalan is one of the leading manufacturer and exporter of Footwear in India, and has vast experience of business dealings in USA over many years. Shri Rajendra K Jalan, Convener, has taken necessary actions and given advice to the CLE for planning, strategy and organization of the Make in India Event in Brazil.

## 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.

### Event Management / Marketing Agency

The Council for Leather Exports (CLE) has engaged Hotmarketing, Sao Paulo, as the Event Management / Marketing Agency for organizing the Make in India Event in Brazil as per reference given by Consulate General of India's office in Sao Paulo. The Agency was entrusted with the following roles and responsibilities:

- To promote and disclosure of Make in India programme to the Brazilian leather sector
- To highlight Make in India project in COUROMODA show
- To capture potential Brazilian investors to attend the Event
- To capture potential Brazilian investors to visit the Make in India booth
- To attend Indian exhibitors goals of inviting Joint Ventures or setting up whole owned subsidiary

The CLE and the Agency also invited and coordinated with the local industry associations such as Brazilian Association of Shoe Manufacturers Association (Abicalcados), Brazilian Association of companies of Components for Leather, Footwear and manufactured goods (Assintecal), Centre for the Brazilian Tanning Industry (CICB), etc.

The following are the activities done by the Event Management Agency to reach out to the Brazilian companies for the Event.

#### 1. Database Marketing & Call center structure:

- 664 leads contacted by phone to capture potential event attendees in a database of 902 leads
- Event invitations were sent to the following categories – Industry, wholesale, Import/Export, commercial representation, advisory, association, Export/
- Telemarketing – 1500 phone calls were done
- RSVP process sand e-mail marketing blastings
- Double RSVP process and e-mail reminder

Feedback received from the Brazilian companies in response to the invitation sent:

- 93 people confirmed their participation in the Event until Jan 8, 2016
- 385 people got interested
- 8,5% were exhibitors leads contacted during COUROMODA show
- 9,3% refused contact, or have no interest in doing

business with India

### The statistics of the invitees registered to attend the seminar:

79 leads of 70 companies, 56% of Sao Paulo State and 25% are from Rio Grande do Sul, and the rest from the Other State of Brazil.

Sector Segment included 58% in the shoes /footwear, 16% in accessories and handbags and 15% belongs to raw materials and services.

### Business profile of the registered invitees are :

77% are from the industry, 13% are from the trade segment ( distributors and sales representatives) and 10% are others (associations, service providers).

Out of these, 19% were interested in international expansion, 10% intended to study the Indian market, determine future plans, 53% willing to export to India and developing new sales representatives, 9% wishing to import from India, 9% interested to develop joint-venture with Indian companies, 68% are already working in exports and 27% do not export, 72% have never done business with India before, and 23% have business with India and 61% have a gross annual revenues since US\$ 1million, 32% with revenues above US\$ 5 million.

2.As a publicity campaign advertisements has been given in (i) About Shoes Magazine (ii) Exclusivo Newspaper (iii) Diario de Franca Newspaper (iv) Polo Footwear Magazine and (v) Valor website. Script development for telemarketing and telemarketing exercise, , were also carried out before the Event.

3.The Agency also has invited journalists / media persons for media coverage of the Event.

The Event Management Agency has adopted the following communication strategy to promote and mobilize participants for the Event :

#### 1. Press Support

- Press-release and journalists invitation for the Event. Main leather media professionals & main finance and big Brazilian medias.
- Close ties with the press media operating in the main Brazilian footwear poles, as Novo Hamburgo, Franca and Birigui regions, among others, in order to anticipate the completion of the Event together with entrepreneurs from these regions.
- Close ties with the press offices of the representative bodies of the industry, such as Abicalcados, Assintecal, Abiacav, Sindifranca, Abiesv, Amcoa and AIC-CUL, among others, will also be contacted to receive periodical information about the Seminar for dissemination to members.
- 3 Press-release texts were blasted to all Brazilian general media and leather trade media.
- Main media spontaneous publications : Franca newspaper, Polo Footwear magazine, Costura Perfeita Facebook, LinkedIn, Couromoda Newsletter, World Fashion website, Textilia website, Fator Brasil magazine, and many others.

**2. Printed Materials**

- Catalogues, Banners, Posters, Event Invitation
- Pen drive and pen kit

**3. Web-marketing**

- Event information hosted (in Portuguese) in exclusive website : [www.hotmarketing.com.br/makeinindia](http://www.hotmarketing.com.br/makeinindia)
- 93 forms filled out since Nov 25, 2015 until Jan 11, 2016
- 1275 page views, and 875 distinct visitors
- Most visited day was Dec 14, 2015 with 306 views
- E-mail marketing blasts –
- LinkedIn – more than 100 views
- Social networks

4. Video in Portuguese subtitles and seminar compact version. Both complete and compact versions were recorded in the pen drive and distributed to the participants in the Event.

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

- Hiring of Seminar Hall – A Booth / Stand of 35 square meter was booked at COUROMODA exclusively for the Make in India Event.
- Engagement of Marketing Agency – Hotmarketing, Sao Paulo, has been engaged as the Event Management / Marketing Agency for the Make in India Event.
- Publicity Campaign - Event Management Agency has sent Event Invitations through emails, E-blasts, fax, social network, advertisements in industry magazines/ press materials, website marketing, and thru telemarketing.
- 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. .

Creation of Video Content – Make in India translated into Portuguese subtitles.

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

Make in India Investment Conference, on January 12, 2016, over two sessions, first session at 1.30pm and second session at 5.30pm.

**Make in India Pavilion at COUROMODA:**

A Stand / Booth of 35 square meters at the most vantage location exclusively for “Make in India” during the COUROMODA Fair, were constructed during Jan 10-13 2016. The Layout is enclosed herewith. The Make in India –Booth/ stand at COUROMODA 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. During the first day of COUROMODA Fair, the CLE interacted with the prominent exhibitors of the fair and taken a stock about the Make in India Campaign.



*Make in India Pavilion at Couromoda*



*Shri Sanjay Kumar, Regional Director, (North) CLE, Delhi along with delegates at the CLE booth*

Each attendee of COUROMODA received Make in India promotional material. Make in India: Leather Focus Sector brochures and leaflets promoting the leather specific sector, have been widely circulated during the Event.



**SNAPSHOTS OF INTERACTIONS WITH PROMINENT COMPANIES AT COUROMODA FAIR**



*Mrs. Cibele Pugliesi, Head, Hotmarketing, Sao Paulo, Brazil, - the Event Management Agency for the Make in India initiative in Brazil*

**Visit of Indian Delegation to Domestic Component Fair held at Sao Paulo:**

Members of the Indian delegation visited the component & leather Exhibition in Sao Paulo and tried to explore the opportunities to interact with the people exhibiting various components and varieties of leather at an exhibition. Shri Rajendra K. Jalan, Shri P.R. Aqeel Ahmed, Shri Javed Iqbal and Shri Sanjay Kumar visited the Exhibition in the city. During the visit, delegation had a meeting with officials of CICB (Centre for the Brazilian Tanning Industry).





Shri Rajendra K. Jalan, Convenor, Make in India, Brazil and Mr. P.R.Aqeel Ahmed, Regional Chairman (South), CLE interacting with the exhibitors along with Mr. Javed Iqbal, Member, COA.



**Meeting with JBS Couros at Sao Paulo**

Indian Delegation led by Padmashri M. Rafeeque Ahmed had a meeting with JBS Couros at their office, Vila Jaguara, Sao Paulo. The following were present in the meeting.

Indian Delegation	JBS Group, Brazil
Padmashri M. Rafeeque Ahmed, Chairman, Council for Leather Exports	Mr. Roberto Motta, Managing Director, JBS Group
Shri Rajendra K Jalan, Convener, Make in India Promotion, Brazil	Mr. Fernando Bellese de Cesaro
Shri P R Aqeel Ahmed, Regional Chairman (South), Council for Leather Exports	Mr. Rafael Sousa, Corporate Director, JBS Leather
Shri Javed Iqbal, COA Member, CLE	Mr. Ricardo Bonato
Shri Jitendra S Rawat, Consul (Commercial & Consular), Consulate General of India, Sao Paulo	Mr. Guilherme Motta
Mr. Christiano Branco, Senior Assistant, Commerce & Marketing, Consulate General of India, Sao Paulo	Mr. Carlos Obregon
Shri Sanjay Kumar, Regional Director (North), CLE	Mr. Cezar Augusto Gernhardt

Mr. Roberto Motta, Managing Director of M/s. JBS Couros welcomed the delegates and shown his happiness towards the meeting. During his opening remark he was very enthusiastic about the prospect of business relationship from India. He shown his utmost desire for the business proposition and thanked the delegation led by Chairman for sparing their valuable time for the meeting.



*Indian Delegates along with representatives of JBS Group*



Mr. Fernando Bellese de Cesaro, Director M/s. JBS Couros gave a power point presentation about JBS Group and its multi-facet activities throughout the globe. During the presentation Mr. Fernando informed that JBS was established in 1950 in Mid-West of Brazil and now 150 billion Reals company with a presence in 5 continents with a sell in more than 150 countries with 2,30,000 employees worldwide. JBS is largest global beef, lamb and chicken producer. It is also largest leather processor and 5th largest global pork producer.

JBS is producing 1.03 lakh skin/day of beef, 25,000 lamb/day and 125 million chicken/day. They also produce 70,000 pork/day. They are having 307 slaughter house and production units throughout the globe. M/s. JBS Couros is having 22 production plants of leather (17-Brazil, 1 each in Uruguay, Argentina, Italy, China and Vietnam). JBS is having production capacity of 45,000 hides/day in Brazil. They are producing wet blue, crust and finished leather for the shoes, leather goods, automotive and furniture upholstery. JBS factories are highly modernized with all modern facilities; everything is monitored online with modern equipments. They are also having Statistical Process Control (SPC) and video training facility. Their main markets are Asia with 52.71% followed by Europe 24.15% and subsequently North and South America with 11% each. JBS has the commitment to purchase cattle only from the suppliers that respect and apply to the company's social and environmental

requirements. JBS has developed since 2010 a social and environmental monitory and traceability system for cattle purchasing in Amazon region which uses satellite images, GEO reference data for ruler property and information from official bodies for the analysis of over 30,000 cattle suppliers located in this region. They are also having eco-efficiency residue management in their unit along with recycling and reuse of water with the use of renewable energy. They maintain transparency and communication with national and international organizations like Leather Working Group (LWG), CDP and Global reporting Initiative. JBS also provides motivational campaigns, training and qualification, technical seminars, training technical course for their employees and young apprentice.

After the presentation both groups discussed about the various opportunities for setting up joint venture in leather industry. Mr. Roberto Motta highlighted that for setting up a unit anywhere in the world it is very important to understand the local culture of that particular country so that there should be a synergy between both the partners. In doing so the joint venture goes for a long otherwise there will be a gap between the two and it will prove failure in due course of time.



## Make in India – Investment Conference



*Shri Sunil K Lal, Ambassador of India, Brazil, inaugurated the Programme by lightening traditional Lamp*

The Make in India – Investment Conference was held on January 12, 2016 and B2B Meetings was held alongside COUROMODA during January 10-13, 2016. 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) Seminar at 1.30pm – 44 attendees from Brazil companies & Media
- ii) Seminar at 5.30pm – 25 attendees from Brazil Companies & Media

The Indian delegation included Shri Rajendra K Jalan, Convener, Make in India Promotion – Brazil, Shri M. Rafeque Ahmed, Chairman, CLE, Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, Shri Javed Iqbal, Member-COA, CLE and Shri Sanjay Kumar, Regional Director (North), CLE. From the Indian Mission, the following were present:

1. Shri Sunil K Lal, Ambassador of India, Brazil
2. Shri Raju Sharma, Second Secretary, Embassy of India, Brasilia
3. Shri Jitendra S. Rawat, Consul (Commercial & Consular), CGI, Sao Paulo
4. Shri Christiano Branco, Senior Assistant, Commerce & Marketing, CGI, Sao Paulo
5. Shri Arjun Deore, CGI, Sao Paulo

Shri Sunil K Lal, Ambassador of India, Brazil, inaugurated the Make in India – Investment Conference by lighting of traditional lamp.

Ms. Cibele Pugliesi, Event Coordinator, Hotmarketing, Sao Paulo, welcomed all the dignitaries and the audience to the Conference. She expressed the goal of organizing this important Event to develop business networking connections and to achieve new business expansion opportunities, becoming more competitive globally.

Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, has given introductory speech narrating the Hon'ble Prime Minister of India, Make in India programme



*Shri P.R. Aqeel Ahmed, Regional Chairman (South), CLE, delivering the introductory speech*

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 Brazil 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 Brazil companies to look upon India as a manufacturing destination.



*Shri Sunil K Lal, Ambassador of India, Brazil, delivering Keynote address*

Shri Sunil K Lal, Ambassador of India, Brazil, in his Keynote address recalled the bilateral cooperation between India and Brazil and with the help of the Make in India programme of the Govt. of India, the trade relations and cooperation is bound to increase further.

He invited the Brazil 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 Brazilian 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.

A film prepared by the Council for Leather Exports in India was played in the Conference.



*Shri Rajendra K Jalan, Convener, Make in India Promotion, Brazil, making Presentation on the Indian Leather Industry*

Shri Rajendra K Jalan, Convener, Make in India Promotion, CLE, made a power-point 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 leath-

er 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 Brazilian companies to increase their co-operation with India and India is well placed to meet the requirements of the Brazilian 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 Brazilian Companies to Make in India and they can set up either 100% FDI units or joint venture collaboration with Indian companies.

Shri M. Rafeeqe Ahmed, Chairman, CLE, in his speech made an overview of the Country's environment, in general and leather industry in particular. He also shared some important facts about Brazil. Brazil is a powerhouse of tanning and footwear sectors in the world. The Brazilian leather industry has achieved many feats. Brazil is the second largest leather producer and the third largest exporter, Brazil is the 5th most Sustainable Country as per UN Inclusive Wealth Index, Brazil is the only country in the world to have a law dedicated to defend leather as a raw material, Brazil has one of the largest water re-using projects in the world located in Rio De Janeiro with 1500 litres of water supplied every second. With so many achievements, it is natural for the Indian leather industry to seek co-operation with Brazil. He opined that Indian leather industry has been included as a Focus Sector under Hon'ble Prime Minister of India's Make in India programme and we have to take the relationships between Indian and Brazilian leather industries to a new level. It is with this objective that we are organizing this Make in India Investment Promotion Programme in Brazil is to explore mutual areas of business tie-ups between India and Brazil, which includes establishment of Brazilian units in India, either fully owned or in Joint Ventures with Indian companies, Technical Collaborations between Indian and Brazilian companies in the form of Technology Transfers, Design Development etc., In this context, Mr. Rafeeqe Ahmed presented the opportunities that the Indian Leather Industry provides.

Mr. M. Rafeeqe Ahmed, Chairman, CLE, has further said that the total turnover of the Indian leather industry now is USD 12.50 billion which includes export turnover of USD 6.50 billion and Domestic Market turnover of USD 6 billion. He said that the leather industry has still not tapped the full potential available in export and domestic markets. However, this will rapidly change in the coming years. Both the export and domestic markets are expected to grow at 20% in coming years. In fact, under Make India Programme, the turnover target for leather industry is





*Shri M. Rafeeqe Ahmed, Chairman, CLE, addressing the august gathering*

fixed at USD 27 billion by 2020, which means a growth of 116% in next 5 years. Indian Retail market which is the (5th largest in the world is expected to grow by 25-30% every year. The footwear segment will have a larger share in the growth of domestic market in India. The per Capita Consumption of Footwear in India is projected to grow from existing 2 pairs to 4 pairs by 2020 and hence footwear production is required to be scaled-up from present 2 billion pairs to 5 billion pairs per annum by 2020 to meet the increasing demand. This provides immense opportunities for the investors. Presently, there is no Excise duty in India for footwear sold in the retail price range upto Rs.500 per pair while there is only 6% duty for footwear in price range of above Rs.500 and upto Rs.1000/- and for leather footwear with price range of over Rs.1000/-. As the demand for quality and luxury footwear is increasing, there is tremendous opportunity for Brazilian manufacturers of luxury footwear to tap the huge potential in India. India is the largest producer of bovine hides and skins (with annual production of 51.35 million pieces), 2nd largest producer of goat and kid skins (with annual production of 90.49 million pieces) next only to China and also 2nd largest producer of sheep and lambskins (with annual production of 37.66 million pieces), again next only to China. Thus, the country already has a very strong leather producing capability. The total availability of leathers in India is about 3 billion sq.ft, which includes domestic production of about 2.5 billion sq.ft.. India meets about 10% of global requirement of leather. Under Make in India, the Government of India is proposing to implement many measures under Technology Mission. This includes a) Systematic and larger collection of hides and skins and fuller utilization of tannery capacity b) Up-gradation of Common Effluent Treatment Plants with an investment of INR 1500 crore. The objective is to scale-up the production of leathers in India from existing 2.5 billion sq.ft to about 5 billion sq.ft. by 2020. The Government of India is already funding a scheme for establishment of slaughter houses in rural areas, rearing of male buffalo calves which will increase meat production and availability of leathers. Besides, the Government is funding establishment of Mega Leather Clusters, with maximum assistance to the tune of INR 125 crore for a Mega Leather Cluster with an area of more than 151 acres. One such Mega Cluster is coming-up in the State of Andhra Pradesh in an area of 385 acres, with the inclusion of tanneries. He invited Brazilian investments, par-

ticularly investments from tanneries in this Mega Leather Cluster. The United Nations Population's Fund's (UNFPA) report released recently states that India has world's largest population of 10-24 year old. With 356 million people in the age group of 10-24 years, India's youth population is larger than that of China's 269 million. The Government of India is implementing a nation-wide Skill Development Programme aimed at training workers in manufacturing industries. In the leather industry alone, more than 40,000 people have been trained in the last 2 years. The workforce in leather industry is expected to reach 6 million by 2020 from present 2.5 million. Italian investors can surely get skilled workforce in India at competitive wage levels of USD 100 – 120 per month. Any overseas investor in India can import the hides, skins and finished leather into India without any import duty. Also, the Machinery required for leather industry can be imported without import duty under Export Promotion Capital Goods Scheme (EPCG), subject to meeting Export Obligation of 6 times of duty saved in 6 years. Under Integrated Development of Leather Sector (IDLS) sub-scheme of ILDP, 30% Government Support is provided on the cost of plant and machinery for Micro and Small units and 20% for other units, with a ceiling of INR 20 Million for each product line. India also has a number of laboratories which undertake testing for compliance of REACH regulations of European Union, Consumer Safety Product Improvement Act (CPSIA) of the USA etc.,

Mr. M. Rafeeqe Ahmed, Chairman, CLE, summarized that on the whole the leather industry provides immense opportunity on many fronts namely export and domestic market growth, infrastructure development, creation of new production centres, skill development, design development etc., for the Chinese investors. In short, being a Focus Sector under Make in India, our objective is to adopt a "PRIDE" strategy so as to achieve the turnover target of USD 27 billion by 2020, which means Production and Productivity Enhancement; Raw Material Development; Infrastructure Development & Investment; Design & Domestic and Overseas Market Development and Environment Management. He said that being one of the leading players in the global leather industry, the Brazilian entrepreneurs will also join us in our growth path and together we can create history. Let the leather industry be an example for Indo- Brazilian co-operation!

Mr. Fernando Bellese de Cesaro, Director M/s. JBS Couros gave a power point presentation about JBS Group and its multi-facet activities throughout the globe before august audience.



*Mr. Fernando Bellese de Cesaro, Director M/s. JBS Couros while making presentation*



Address by Mr. Roberto Paranhos do Riobranco, President, Brazil India Chamber of Commerce

Mr. Roberto Paranhos do Riobranco, President, Brazil India Chamber of Commerce addressed the participants and assured about all possible assistance for the development of trade between two countries. He furthered

shared his previous experience about the business relationship between India & Brazil.

Mr. Sanjay Kumar, Regional Director (North), CLE, participated in the Make in India Event in Brazil and made necessary arrangements for organizing the Make in India Booth at COUROMODA Fair during Jan 10-13, 2016 and Make in India – Investment Conferences held on Jan 12, 2016.

CICB (Centre for the Brazilian Tanning Industry) participated in the Make in India – Investment Conference, representing the Brazilian Tanning industry.

Through these Conferences, the Make in India concept was adequately highlighted and disseminated to the Brazilian Companies. The event focused on introducing the Make in India initiative to not only Brazilian footwear, 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.



**B2B Meetings between Indian and Brazilian companies**

A total of 5 Indian companies have earlier given their interest to have joint venture collaborations with Brazilian companies. The 5 companies are as under:

- 1) Arvind Footwear Pvt. Ltd., Kanpur
- 2) Farida Group, Chennai
- 3) Florence Shoe Company Pvt. Ltd., Chennai
- 4) Homera Tanning Industries Pvt Ltd., Kanpur
- 5) Naaz Exports(P) Ltd., Kanpur

Through a Booklet, the company profiles of the Indian companies who participated in the Make in India Event have been widely circulated to the Brazilian companies who visited the COUROMODA Fair and Make in India Events.

Due to unavoidable circumstances and their own business reasons, Homera Tanning Industries Pvt. Ltd., could not visit Brazil and attend the Event.



SNAPSHOTS OF MAKE IN INDIA INVESTMENT CONFERENCE





**Participation of Brazilian Companies:**

From the Brazilian side, a total of 66 persons attended the Make in India Investment Conference held over 2 sessions on Jan 12, 2016. The session at 1.30pm was attended by 31 representatives from the 19 Brazilian companies. The evening session at 5.30pm was attended by 22 representatives from the 16 Brazilian companies. In all, a total of 35 Brazilian companies attended the Make in India – Investment Conference held on January 12, 2016.

A total of 7 Media groups of Brazil attended the Conferences for Media coverage.

**Meeting with Brazil India Chamber of Commerce at Sao Paulo**

A delegation led by Padmashri M. Rafeeqe Ahmed had a meeting with Brazil India Chamber of Commerce and Industry to assess the potential of investment opportunity in India from Brazil.

Indian Delegation	Brazilian Delegation
PadmaShri M. Rafeeqe Ahmed, Chairman, Council for Leather Exports	Mr. Roberto Paranhos do Riobranco, President, Brazil India Chamber of Commerce
Shri Rajendra K Jalan, Convener – Make in India Promotion, Brazil	Mr. Antonio Ricardo Ardito Garrido
Shri P.R. Aqeel Ahmed, Regional Chairman-South, CLE	Mr. Ana Carla Quintero
Shri Javed Iqbal, COA Member, CLE	Mr. Patrico do Prado
Shri Sanjay Kumar, Regional Director (North), CLE	Mr. Rodrigo Pasiquino

ing the discussion he further elaborate about SESI, an organization which is running 172 basic schools wherein more than 5 lakh children youth and adults get educated and further gets industrial employment. Mr. Roberto also informed about SENAI, which promote professional education through technical schools and provides qualified workforce to the industry. SENAI is having 171 technical schools and almost 8 lakh students are associated with the organization.



In Brazil taxes are very high which is almost equal to the salary and Brazilian Chamber of Commerce is fighting with the Government for reducing the taxes. Mr. Roberto informed that due to some economic mistakes of the government while subsidizing car and home appliances, providing more credit and spending more money on government budget, Real has been depreciated by 43% in last one year. Brazil is looking as good partner of India for the future business.

Padmashri M. Rafeeqe Ahmed, Chairman, CLE, discussed about the possibilities of joint venture and investment in India where Brazilian Chamber can play a very important role for future business partnerships. He referred the collaboration of Brazilian companies like Marco Polo – low floor bus, Perto – ATM machine, Gerd-ao – steel Company, Weg – electric motor wire, Stefanini – incubator for hospitals.



Mr. Roberto Paranhos do Riobranco, President, Brazil India Chamber of Commerce, gave a presentation about the association FIESP, CIESP and their think tank Roberto Simonsen Institute (IRS) which is specialized in industrial issues. Mr. Roberto gave an overview about the organization and how this organization is going to help in business relationship between India and Brazil. Dur-



Shri P.R. Aqeel Ahmed, Regional Chairman – South, CLE enquired about the joint venture possibility for the component manufacturer for the leather industry. Mr. Roberto advised for sending a communication on this regard so that he can reply suitably.



**Mr. Patrico do Prado** expressed his desire for the joint venture in shoe sector and conveyed to the delegation that he is having a dream for joint venture in the shoe sector and in future India can be a manufacturing hub for leather industry. Chairman, CLE shared his experience how local culture will add an additional advantage for making successful the joint ventures and foreign direct investment. Mr. Roberto further elaborated about Federation of Industries of the State of Sao Paulo (FIESP) which is working in the field of (1) Regional action (2) Human Capital (3) Competitiveness and Technology (4) Economy (5) Entrepreneurship (6) Infrastructure and Energy (7) Foreign affairs (8) Legal division (9) Environment (10) Small and Medium Companies (11) Union and Labour Issues (12) Social responsibility. Regarding foreign affairs, it deals with foreign relations, trade and investment promotion, international negotiations and trade economic research, trade remedies and facilitation and finally certificate of origin. They are also working for policy to subsidize ethanol to control inflation.

**Shri Rajendra K. Jalan, Immediate Past Chairman and Convener of Make in India Promotion, Brazil**, discussed about the partnership with Council for Leather Exports and Brazil India Chamber of Commerce and enquired from Mr. Roberto about the help for exploring the Brazilian market and requested Mr. Roberto for selecting the people with whom we can develop the inter-personal

contact which will help for investment in India. Mr. Roberto suggested for signing a Memorandum of Understanding (MOU) between two chambers for the further discussion. Shri Jalan requested for terms of reference so that Indian side can evaluate and come back.

**Shri M. Rafeeqe Ahmed, Chairman, CLE** agreed that MOU can be signed but real action is required. We should discuss the modality and like China we can hire some expert who can help us in this regard. Knowledge by Brazilian is good and leather is also good in Brazil. Since fashion is changing very fast we cannot wait for long time to carry leather from Brazil to India and even we can't take it by air so it is better that Brazilian investment will be in India and we can make the products without wasting time. The meeting concluded with thanks to the chair.

#### Matchmaking Results:

A positive result is considered after analyzing the final numbers. As per the Event Management Agency, 562 leads have emerged, which could be used to prospect potential business. The Event Management agency has given the database of 562 leads in excel format as part of the Event Report. The analysis of the database is given below:

- 28% are Brazilian companies with annual revenue upto US\$ 5 million and 23% in the range of US\$ 1 million to US \$ 5million
- The companies are located mainly in Rio Grande do Sul (261) and in Sao Paulo (260). The main business branch is the Industry (67%), followed by the wholesales (10%)
- The companies segments are : Footwear (34.7%) Raw material (12.5%), Accessories (11.5%), Leather goods in general (9.75), Components (6.4%) and Garments (6.3%)
- 20% of these companies are interested in study new business development in India and 48% are willing to



import/export business with India.

- 77% of these companies already have business in other countries, distributed in all continents.

**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 Brazil, the CLE has presented current facts and future prospects of the Indian Leather Industry and invited the Brazilian 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 Brazilian companies to get introduced to each other and to explore the possibilities for joint venture collaborations.

**Suggestions for Way Forward:**

Since joint venture may not instantly materialize at the first introduction B2B meeting itself, it is expected that through sustained campaign in the form of holding another Conference / platform for B2B Meetings in Brazil in future period, joint ventures may actually fructify between India and Brazil in Leather Sector. In order to facilitate and pave way for this the process to happen, it is suggested that Make in India – Investment Conferences should be organized in Brazil alongside the major International Events.

