

CLE participation in the 87th Expo Riva Schuh Fair, Jan 14 – 17, 2017

A report by : M J Jamal Md. Mohideen, Dy. Director, R K Shukla, Asst. Director & P.N.Pandey, AEPO



Trade Visitors through the Expo Riva Schuh Fair-A photo

About the Fair:

Expo Riva Schuh is today's leading international exhibition for volume production of footwear at a mid-range price point. Expo Riva Schuh is a meeting place for international business: an event where companies and buyers from around the world meet and interact. These exhibitors are predominantly from Italy and Europe, as well as the increasingly important presence of exhibitors from India, China, and Brazil - the world leaders in footwear production meant for export.

Expo Riva Schuh is the first event in the beginning of the year in the international calendar of event. This means visitors get a through preview of offerings/pre-

sentation and thus can plan orders well in advance. For exhibitors, it represents the first opportunity to test out collections and fine-tune production plans. Expo Riva Schuh is also the last event in the ordering calendar for quick production and restocking options. This innovative feature is designed for those fair visitors – approximately 35% of those in attendance - interested in restocking options or new models for the upcoming season.

This feature actually serves a two-fold purpose; it also makes Expo Riva Schuh an excellent opportunity to identify international market trends and shifts, a real added value.

Presentation

A few snaps of Stalls at Expo Riva Schuh, January 2017



As part of its export promotion programme, CLE organized group participation of footwear manufacturers – exporters in the 87th edition of the Expo Riva Schuh Fair, held during Jan. 14 - 17, 2017. The autumn / winter collections 2017/2018 were exhibited by the Indian participants in the fair.

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THE ONLINE AND OFFLINE FUTURE OF SHOES: EXPO RIVA SCHUH CLOSSES ITS 87TH EDITION

Business, international spirit and eyes set on the future of the sector, with a cutting-edge foray into the digital and e-commerce world: the 87th edition of Expo Riva Schuh completed with 13,024 visitors, in line with January 2016 edition.

"This edition has reaffirmed the role played by Expo Riva Schuh as the international hub of "sales volume footwear", not only for the quality and quantity of the business – states the president of Riva del Garda Fierecongressi Roberto Pellegrini. Expo Riva Schuh is now an important opportunity for exchange, comparison and growth for all operators in the sector. Our fair is backed by a strong identity, which has never changed neither its course nor its positioning and it is precisely this consistency that paid off over time with a high retention rate among both exhibitors and visitors".

The open talk, focused on the topic of e-commerce, saw the participation of Albert Antonini Mangia, Marketing Manager of Alibaba Italy, and has highlighted some of the main current and future trends of the international market. Consumers are increasingly more sophisticated as they use Internet to gather information, go to the store to try the product on and then purchases it online. To meet their needs, there is an ever-growing tendency towards a multi-channel approach, namely the management of multiple forms of sales that integrate online and offline channels.

"What emerges is a growing need for customization



and flexibility. In particular, lowering the minimum purchasing lots is a winning strategy allowing more targeted and diversified orders, following the changes in the consumer demand – says Giovanni Laezza, Managing Director of Riva del Garda Fiere congressi. Buyers are increasingly seeking for more "agile" companies, able to interpret the market requirements in a timely manner thus changing the collections. In a world where everything is now just a click away, with 82% of purchases occurring through mobile networks, even the footwear industry is required to adapt its production and distribution processes to these new approaches".

Among the pavilions of Expo Riva Schuh, 1,449 exhibitors from more than 40 countries (including the collectives of China, India, Brazil, Portugal, Spain, Indonesia, Pakistan, Hong Kong, Tunisia and Turkey) presented the previews for 2017/2018 autumn/winter over a total area of 32,715 square meters of net exhibition space, viewed by buyers from over 100 countries.

Thanks to the collaboration with ICE, a delegation of more than 40 buyers from 14 countries took part in the event, with representatives from the main European markets (such as Germany and Sweden), but also from Russia and Eastern Europe (Bulgaria, Croatia, Romania, Russia, Serbia, Slovenia, Ukraine and Hungary), from some Asian emerging markets (Azerbaijan, Iran and Kazakhstan) and Turkey, ideal bridge between Asia and Europe.

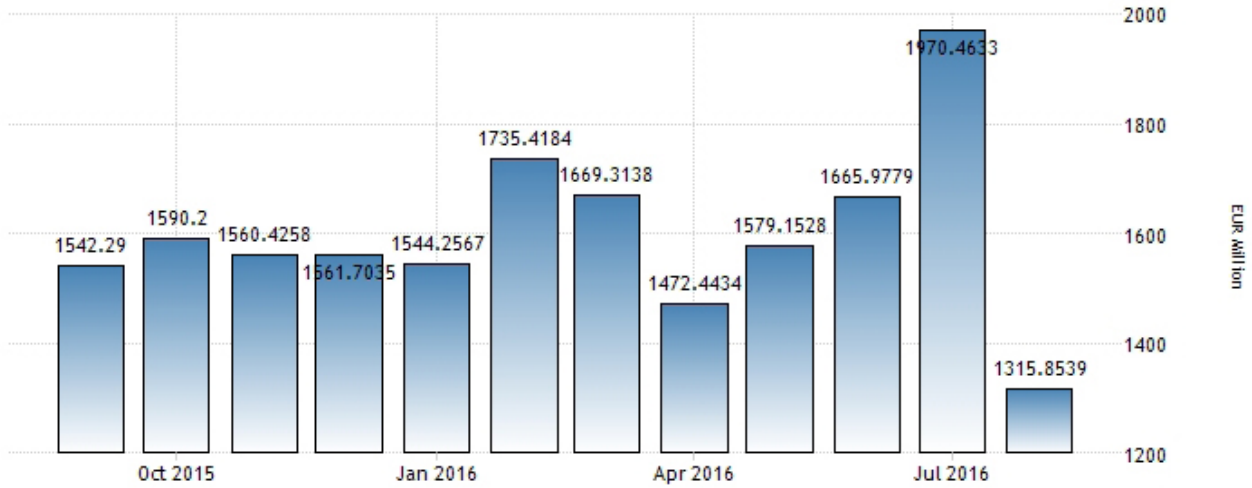
"Our internationalization path has been going on for several editions and is one of the strategic assets of the fair - explains Carla Costa, Exhibition Department Manager of Riva del Garda Fiere congressi. Expo Riva Schuh Around The World, also developed in the framework of the cooperation with ICE Agency, points in this direction. As a matter of fact, a promotional tour of Expo Riva Schuh is going to be organized, that will travel to the most promising and strategic markets worldwide. It will be an additional tool to enhance our event offering companies and buyers a increasingly qualified fair".

E-commerce, business and more: first exhibition of the season, Expo Riva Schuh is also a privileged observatory on the footwear world trend. In autumn/winter 2017/2018, women will discover a metropolitan style with great impact shoes as thigh-high cuissards, skin tight

or perforated, as well as laced ankle boots with molded heel, ankle or knee high. For men, green light to a classy style brightened by edgy touches: the most traditional menswear contours reign supreme, renewed by a rounded shape with satin, faded or metallic finishes in intense tones ranging from bronze, the darker shades of rust to steel grey.

As for kids' shoes, boots is the watchword: whether single-colored or tone on tone, with a thousand different patterns and decor, mini ankle boots are the season's must-haves.

ITALY EXPORTS OF LEATHER & LEATHER PRODUCTS



SOURCE: WWW.TRADINGECONOMICS.COM | NATIONAL INSTITUTE OF STATISTICS, ITALY

The inauguration ceremony was attended by the following dignitaries / Office bearers of CLE :

1. Shri Mukhtarul Amin, Vice Chairman
2. Shri R Ramesh Kumar, IAS Executive Director
3. Shri Javed Iqbal, Regional Chairman- Central
3. Shri Asad Kamaal Iraqi, COA Member
4. Shri Rajesh Sehgal, COA Member
5. Shri R.K.Shukla, Assistant Director, Agra



Mr. Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi Spa at the Inaugural session of the fair



Shri Mukhtarul Amin, the then Vice chairman, Shri R. Ramesh Kumar, IAS, ED, CLE Shri Javed Iqbal, Regional Chairman-Central and Shri Asad Kamaal Iraqi, COA Member seen at the inaugural function on 14-1-2017

Meeting with Expo Riva Schuh Fair organizers:

A meeting was held with between CLE Office bearers & fair authorities on 15th January, 2017 for effective participation of in Hall A3.

The following CLE Officials & Official were present in the meeting :

1. Shri Mukhtarul Amin, Vice Chairman
2. Shri R.Ramesh Kumar, IAS Executive Director
3. Shri Javed Iqbal, RC – Central

4. Shri Rajesh Sehgal, COA Member
5. Shri Asad Kamal Iraqi, COA Member
6. Shri R.K. Shukla, Assistant Director

Expo Riva Schuh Fair Authorities :

1. Mr. Roberto Pellegrini, President
2. Mr. Givoanni Laezza, Managing Director
3. Ms. Cala Cost, Fair Unit Head
4. Ms. Giulia Sordo



Mr. Mukhtarul Amin, the then Vice-Chairman, Mr. R.Ramesh Kumar, IAS, ED, CLE seen along with Ms. Carla Costa, Manager of Riva del Garda Fierecongressi's



Shri Mukhtarul Amin, the then Vice-Chairman along with Indian delegation at meeting with Expo Riva Fierecongressi's fair authorities on 15th January 2017 at Garda

Initiating the discussion, Expo Riva Fierecongressi's fair authorities welcome the Indian delegation headed by Shri Mukhtarul Amin, the Vice Chairman. The Vice-Chairman thanked the Expo Riva Schuh fair organizers for their support to CLE in organizing the group participation of its member – exporters in the fair for the last many years.

He focused on the following points:-

- A better location be provided for the Indian Pavilion
- Hall A 3 may be make more presentable until the new location is provided
- Space may be provided at the entrance hall about the Indian Pavilion.
- Space for showcasing the CLE publications in the main hall.

The Executive Director highlighted the following points during the meeting :

- The cost of bare space at Euro 155 per sq. meter be remained unchanged if the CLE Pavilion is relocated in the front in the expanded premises
- Discount of 10% be maintained for the booths having

Pillar

- Insurance & catalog charges of Euro 50 & 155 may be kept at the same price for the next three years
- As in the past, a publicity discount of Euro 15,000 may please be retained for the forthcoming editions also.

Taking part in the discussions Shri Javed Iqbal, RC – Central, Shri Rajesh Sehgal & Shi Asad Kamal Iraqi, COA members also requested the fair organizers to consider the requests made by CLE, keeping in view their long term relations. After due deliberations, the fair organizers said they will prepare a detailed proposal & will send to CLE for signing the agreement. Concluding the meeting the Vice Chairman thanked the fair organizers & asked to send the proposal for evaluation by CLE.

Shri Mukhtarul Amin, the then Vice-Chairman, Shri R. Ramesh Kumar, IAS and Shri Javed Iqbal, Regional Chairman, Central and Shri Javed Iqbal, COA Member visited CLE India pavilion and interacted with members. Few snaps of the photos are appended below for the information of the readers.





Meeting with Mr. Thomas Konecki, US Consultant

The US Consultant had a detailed meeting with the Vice Chairman & Executive Director CLE about the marketing programme to be carried out by him for the nine months. The US Consultant appraised the Vice Chairman & Executive Director about the strategies chalked out to promote the Indian leather sector in the US Market.



CLE Information Stand at Expo Riva Schuh:-

CLE information stand was set up to coordinate 89 members ever large participation in an international exhibition organized by the Council which was managed by Shri M.J.Jamal Md. Mohideen, Deputy Director, Shri R.K. Shukla, Assistant Director and Shri P.N.Pandey, AEPO. In CLE information stand (a) Participant’s profile booklets, (b) Members Director, (c) Leather New India and (d) Information on Indian Leather Industry were displayed and distributed to business visitors from countries viz. Italy (12), UK (4), Germany (2), Russia (2), The USA (1), France (1) Denmark (1), Belgium (1), Israel(1) and Hong Kong (1) which were presented to the visiting buyers & other visitors including Press. The informative posters on Indian leather industry were also display along with list of participants for the information of trade visitors.

Few Snaps of CLE Information Stand at Expo Riva Schuh



Mr. Mukhtarul Amin, the then Vice-Chairman along with Mr. Javed Iqbal, RC-Central and Mr. Asad Kamal Iraqi COA member at CLE information stand



Mr. Thomas Konecki, US Consultant and Mr. Mario Pucci, President ASSOMAC, Italy at CLE information stand. Also seen Mr. R.K.Shukla, AD, Mr. Jamal, DD and Mr. PN Pandey, AEPO, CLE

Meeting with the Official of National Small Industries Corporation Ltd. (NSIC)

A meeting was held on 15th January, 2017 with Shri A.K.Mittal, Director (Finance) NSIC, New Delhi who led a delegation of SC& ST Footwear Entrepreneurs of Agra to the Expo Riva Schuh Fair under the NSIC scheme. In the meeting Vice Chairman, Executive Director , RC- Central & Assistant Director were present. Shri A K Mittal thanked CLE for its guidance & support to NSIC to led the delegation to the fair. The Vice Chairman & Executive Director assured full cooperation to NSIC as & when required.

Few snaps of meeting of Vice-Chairman and ED, CLE, RC-Central Shri A.K. Mittal, Director,NSIC



Business Outcome of the Expo Riva Schuh:-

The Council had organized 89 members participation at Expo Riva Schuh in Hall 1A with 86 members and Hall B4 with 4 members with financial assistance from Department of Commerce under Market Access Initiative Scheme (MAIS) which had helped small scale exporters to showcase their collections in Footwear for the next Autumn/Winter 2017.

As per feedback received from participants under CLE India Pavilion at the end of the fair firm orders worth Euro 1.90 mn were obtained by the exhibitors and they expect future order worth about Euro 6.85 mn out of 753 business meetings they had individually with the overseas trade visitors into CLE India Group Pavilion organized by the Council for Leather Exports.

FACT SHEET OF CLE'S PARTICIPATION IN 87th EXPO RIVA SCHUH, JANUARY 14-17, 2017, GARDA, ITALY

No of Participants	89 Members	Agra	38
		Kanpur	19
		Delhi	17
		Mumbai	09
		Chennai	03
		Kolkata	02
		Jaipur	01
		Total	89
Area of CLE India Pavilion organised	1374 Sq. Meters for 89 member companies		
Products	Winter Shoes for men & women		
No. of Business Meetings held in CLE India Pavilion	753 Meetings		
Spot orders booked and Quantity	Euro 1.91 Millions		
Future orders expected and Quantity	Euro 6.86 Millions		
No. of General Enquiries handled at CLE information stand	26 business visitors		
Total Number of Exhibitors	1449 from more than 40 countries (including the collectives of China, India, Brazil, Portugal, Spain, Indonesia, Pakistan, Hong Kong, Tunisia and Turkey)		
Total Area displayed	32715 sq. Mtrs and visited by over 100 countries		
Total Trade Visitors for Expo Riva Schuh	13024 approximately		
No of countries exhibited in fair	More than 40 countries		
Presentation displayed in exhibition	Previews for 2017/2018 autumn/winter		
Members Suggestion	To get CLE India Group pavilion located in front hall B and undertake publicity and promotional efforts to market the large Indian presence at the fair		

India's Export of Leather & Leather Products for Five Years

(Value in Million \$)

CATEGORY	2011-12	2012-13	2013-14	2014-15	2015-16	% Variation	CAGR %
FINISHED LEATHER	1024.69	1093.73	1284.71	1329.05	1046.44	-21.26%	0.53%
LEATHER FOOTWEAR	1717.24	1693.89	2035.45	2278.18	2147.2	-5.75%	5.75%
FOOTWEAR COMPONENTS	281.94	245.86	320.15	361.29	284.32	-21.30%	0.21%
LEATHER GARMENTS	572.45	563.54	596.15	604.35	554.29	-8.28%	-0.80%
LEATHER GOODS	1089.71	1180.82	1353.91	1452.83	1369	-5.77%	5.87%
SADDLERY AND HARNESS	107.54	110.41	145.54	162.7	146.38	-10.03%	8.01%
NON-LEATHER FOOTWEAR	79.96	127.16	202.06	306.44	306.33	-0.04%	39.90%
TOTAL:	4873.53	5015.41	5937.97	6494.84	5853.96	-9.87%	4.69%

Source : DGCI &S

India's Export Of Leather And Leather Products for last Five Years into Italy is given in the above table for the information of the members. The export of Leather Footwear growing at a CAGR of 5.87% and Non-Leather Footwear at a CAGR of 39.90%

Conclusion:-

The 87th edition of the fair concluded with satisfaction to its participants. As per Feedback Form recd. from our participants most of them confirmed their participation in the next edition of the fair with a request to enhance their space in the January, 2017 edition. As per details mentioned by our exhibitors in their feedback form the following business were generated during the fair:

The 88th edition of Expo Riva Schuh is already in sight: from the 10th to the 13th of June 2017, with 2018 spring/summer collections.