

Two-day Buyer-Seller-Meet (BSM) in Cape Town, South Africa (March 8-9, 2017)

Report by Ali Ahmed Khan, Regional Director (Central) and Vijaya Kumar. C, Export Promotion Officer, Council for Leather Exports

Council for Leather Exports (CLE) in close coordination with the Consulate General of India, Cape Town organized a Two-day Buyer Seller Meet (BSM) on 8th & 9th March, 2017 in Cape Town International Convention Centre (CTICC), South Africa. The BSM was organized with the financial assistance of the Government of India under Market Access Initiative (MAI) Scheme in which 39 Indian exporters of Footwear, Leather Goods and Accessories, Leather Garments, Finished Leather etc. participated and displayed their latest range of collections before the visiting South African buyers. Though 43 members had earlier confirmed their participation, 4 members could not participate due to unavoidable circumstances.

Inauguration of the BSM

The BSM was inaugurated by Dr. Ivan Meyer, Hon'ble Minister of Finance of Western Cape at 10.00 am on

8th March, 2017 in the august presence of Shri Puneet R. Kundal, Consul General, Consulate General of India, Cape Town, Shri Mukhtarul Amin, Chairman, CLE, Shri Javed Iqbal, Regional Chairman-Central Region, CLE, South African buyers and the representatives of Indian participating companies.

In his inaugural address, Dr. Ivan Meyer, Hon'ble Minister of Finance of Western Cape spoke about the longstanding business and cultural relationship between India and South Africa and stressed upon the need for taking the initiative to the higher levels. The Hon'ble Minister opined that India being the fastest growing economy can play a pivotal role in promoting trade relationship between Countries across the globe. He further stated that the Indian people are believing in business and the recent initiatives taken up by the Government of India for promoting trade will definitely going to yield positive results in the coming years. The Hon'ble Minister appreciated the efforts taken by the Consulate General of India and the Council for Leather Exports for providing a platform for business interaction

DIGNITARIES AT THE INAUGURATION





between the Indian and South African business fraternity in the leather sector. He recalled the successful visit of the Hon'ble Prime Minister of India to South Africa in the month of July, 2016, followed by the visit of South African President to India in the month of October, 2016. These visits of the Country Heads had laid down a strong foundation for further fostering and promoting business relationship between the two Countries in various fields. The Hon'ble Minister wished fruitful business meetings and full success of the event. The Hon'ble Minister informed that he will advise the Cape Town Chamber of Commerce to take steps for organizing visit of a trade delegation to India in near future.

Shri Mukhtarul Amin, Chairman, CLE in his inaugural address conveyed the gratitude of the India Leather Industry to the Hon'ble Minister for sparing his valuable time to inaugurate the event despite his busy schedules relating to the budget session of the South African Government. The Chairman, CLE apprised that in the last BSM organized by CLE in Cape Town in March, 2016, 26 Indian companies were exhibited their products, where as this year there are 39 Indian participants, which clearly indicates the growing enthusiasm among the Indian exporters for doing business with South African business community. Chairman, CLE informed that, next year, we expect much more number of participants from India. Shri Mukhtarul Amin, Chairman, CLE shared the successful conduct of the One-day workshop organized

by CLE in New Delhi on 14th February, 2017 on 'Indo-African Trade Cooperation in the Leather Sector', in which the Ambassadors, Mission Heads and other Officials from more than 40 African Missions in India were participated. Apart from the Officials from the South African Missions in New Delhi, Senior Officials from various Departments of Government of India were also present on the occasion. As a follow-up of the matter, CLE is planning to organize a Reverse Buyer Seller Meet (RBSM) in New Delhi in the near future, where buyers from African Countries will be invited to interact with the Indian exporters of leather and leather products. He also talked about the 'Make in India' Programme of the Government of India and invited the South African entrepreneurs to invest in the leather sector in India. Chairman, CLE thanked the Consul General and other Officials in the Consulate General of India, Cape Town, for extending all necessary assistance for organizing the Two-day BSM by CLE in Cape Town. He also appreciated the kind of service provided by Ms. Deidre Harte of the Leaders in Trade Exhibitions, the Marketing Agency engaged by CLE, for ensuring successful organization of the event.

Shri Puneet R. Kundal, Consul General, CGI, Cape Town, in his address lauded about the 'Make in India' Programme of the Government of India and informed that the focus of the Government is to promote





Hon'ble Minister (Dr. Ivan Meyer) visiting the Stands

manufacturing, trade and business. As a result of the trade friendly policies under taken by the Govt. of India, foreign investments worth US \$ 45 billion from US is coming to India in the next few years. On behalf of all Indian participants, the Consul General thanked Dr. Ivan Meyer, Hon'ble Minister of Finance of Western

Cape for sparing his valuable time to attend the inaugural programme of the event and encouraging the participants and business visitors for fruitful business deals ahead.

After inauguration of the event, the Hon'ble Minister along with other dignitaries visited the booths of individual participants.

The list of Indian companies participated in the Show along with the details of their exhibits are given below:-

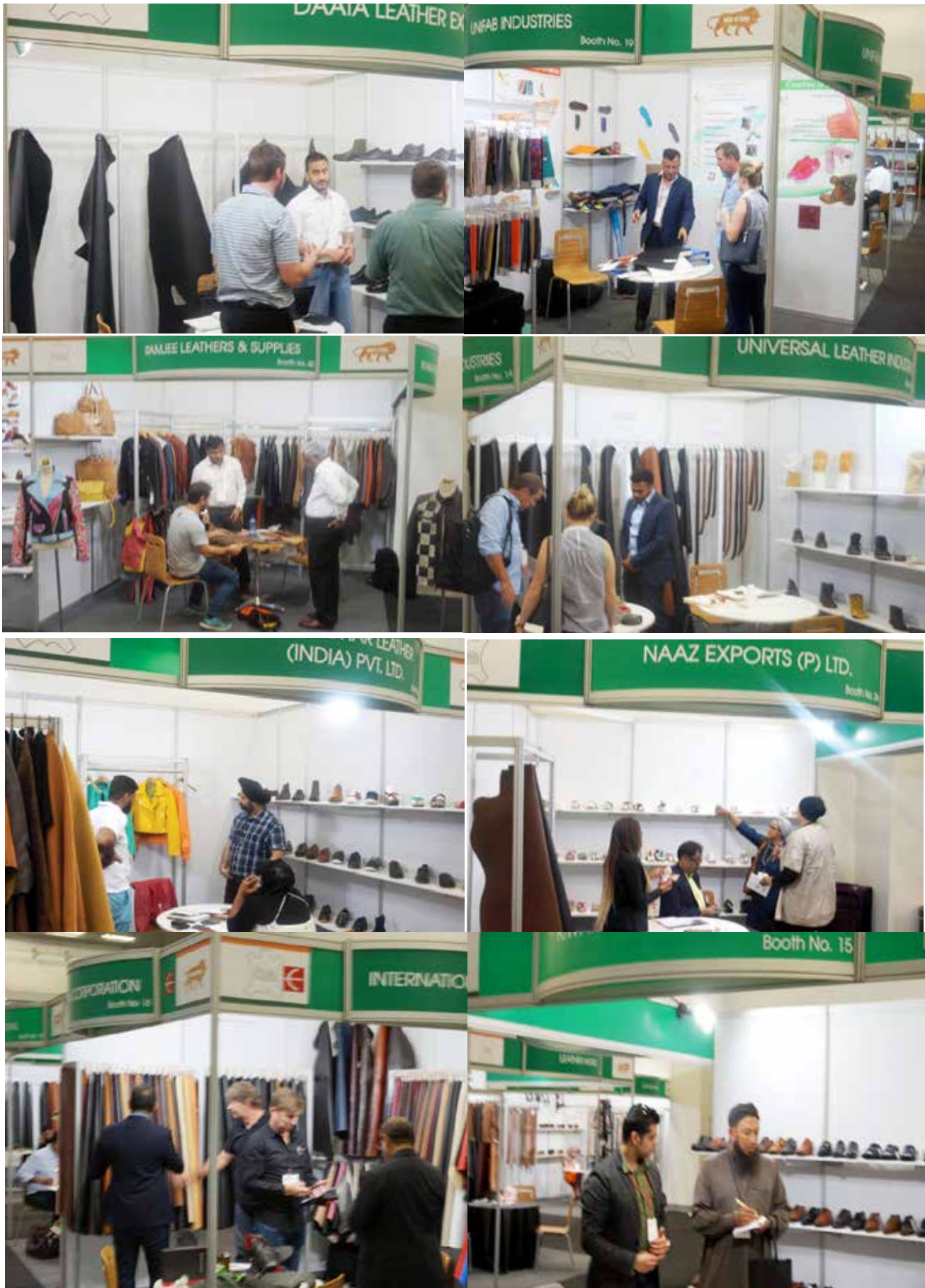
S. No	Company Name	Products
1	Aalee India Exports (P) Ltd., Kanpur	Leather Belts, Pet Belts, Leather Bags & Wallets, Saddlery items, Shoes etc.,
2	AKS Leather India Pvt. Ltd., Gurgaon	Shoes, Finished leather for shoes & Belt
3	Alert India (P) Ltd., Delhi	Shoe Soles
4	Ashford Laboratories Pvt. Ltd., (Tregs Inc), Mumbai	Leather Belts, Wallets, Bags and Small Leather Goods
5	Bellissimo Accessories (OPC) Pvt. Ltd., New Delhi	Ladies & Men's Bag (Leather, Canvas PU), Mobile covers, Laptop bags, Wallets, Clutches, Belt, Passport Holders, Card holders etc.,
6	D Lords Footwear & Fashions Pvt. Ltd., Mumbai	Men's Shoes

7	Daata Leather Exports, Kanpur	SAFETY SHOES, BOOTS, UPPERS, BUFFALO FINISHED LEATHER
8	Elahi Exim India P Ltd., Kolkata	Small Leather Goods and Handbags
9	Habib Fashion, Kanpur	FINISHED LEATHER, LEATHER BELTS, BAGS, WALLET & ACCESSORIES
10	Hanna SCM, Chennai	Men's Leather Shoes and Sandals, Ladies Leather Shoes & Sandals, Children's articles and Shoe Uppers.
11	I.K. International, Kanpur	Handbags, leather belts, Hard Goods and Crust & finished Leather.
12	Indiana Exports, Mumbai	LADIES LEATHER SANDALS
13	International Corporation, Chennai	Finished Leather made out of Cow/Buffalo/ Goat and Sheep
14	JC Fenasia Exports Pvt. Ltd., Kolkata	HANDBAGS, WALLETS, SLG
15	Kiwi International, Mumbai	SHOES AND SANDALS
16	Memor House, Velore	Leather Hand Bags, Wallets and Accessories
17	MV Shoes, Coimbatore	Industrial Safety Shoes, School Shoes and Orthopedic Shoes.
18	Portind Shoe Accessories Pvt. Ltd., Chennai	Welt & Veneer Heel Covers
19	Quantum International, Kanpur	Leather Bags, Belts, Wallets & Accessories.
20	Sant Rubbers Ltd, Jalandhar	Soles
21	Shafs Leather Exports, Chennai	Finished Leather
22	Siddharth Exports, Noida	Mens & ladies Leather Shoes & Boots
23	Superhouse Ltd.,- Kanpur	Goat & Buff Leather
24	Top Lasts, Agra	Plastic Shoe Lasts
25	Unifab Industries, New Delhi	PU Foam / EVA Laminated Fabrics, Uppers, Linings, Artificial Fur Linings, Moulded Insocks, Mesh linings, Interlinings, Re-inforcement fabrics, Knitted Rib linings, Fleece linings, Canvas, Stripe / Check fabrics.
26	Universal Leather Industries, Kanpur	FINISHED LEATHER FOR SAFETY SHOES, SHOE UPPERS & GLOVES.
27	Swarna International, Agra	Leather / Tunit Sole, Laces, Wallets
28	Nav International, Chennai	Ladies Handbags Men's messenger, Men's Brief case, Men's bags, Travel bags, Wallets & Accessories.
29	Kevin Impex, Mumbai	Men's & Women's Footwear
30	Leatherwave, Kanpur	Leather saddlery Items, Leather Belt & Wallets
31	Naaz Exports (P) Ltd., Kanpur	Leather Sandals, Shoes, Fashion & Industrial uppers
32	Sarup Industries Ltd., Jalandhar	Leather Shoes & Port Shoes
33	Leather World, Kanpur	Finished Leather, Shoe Upper, Safety Shoes and Leather Belt
34	Zuha Leather Pvt. Limited, Chennai	Finished Leather
35	AMPEL, Chennai	SHOES
36	Ramjee Leathers & Supplies, Chennai	Leather Garments - Fashion Garments and Motor Cycle Wear for Men's, Ladies kids. Bags & Accessories for men's & Ladies.
37	Jalandhar Leather (India) Pvt. Ltd., Jalandhar	All Types of Finished Leather.
38	R.S. Lederwaren Pvt. Ltd., Kolkata	Wallets, Bags, Card Case, Key Ring
39	Sports International. Jaipur	PU sandals, Sports shoes, Safety Shoes, leather shoes, phylon sandals, rubber sandals, Canvas shoes, TPR shoes

BUSINESS MEETING



BUSINESS MEETING



View of Business Meetings

CLE has engaged M/s. Leaders in Trade Exhibitions, Cape Town as the event management agency for conducting the event, including mobilization of sufficient number of buyers and business visitors to attend the BSM. As a part of the approved marketing activity, the Marketing Agency has undertaken the following major initiatives:-

- Release of advertisements/editorials in the Shoes & Views Footwear Weekly electronic newsletters.
- Full page color advertisements in the S&V magazines.
- Release of advertisements in the Saturday weekend Argus newspapers
- Sending visitors e-mail invite to nearly 4000 business visitors and buyers.
- Print invitation to the target audience.
- SMS reminder campaign to potential buyers and pre-registrations a day prior to the show.
- Release of full press release campaign to all relevant media 10 days prior to the show.

As a result of the vigorous marketing campaign undertaken by the Agency, more than 249 South African buyers and business visitors attended the BSM, which

includes many major brands and buying groups. A few major brands/buying groups attended the BSM are; The Foschini Group, Due South (The Foschini Group), Cape Union Mart, Queenspark, Truworths, Exact (The Foschini Group), Busby Group, Green Cross Shoes, Jensen Belts, Kurgan Kenani Leather, Lopez Leathers, SPREE, Woodheads, Ivor Cohen Agencies, Barker Footwear, Europa Distributors, Footgear, Fusion Leather, HB Agencies, Jordan, Mossop Western Leather. 30 top buyers from Durban and Johannesburg were also attended the two-day BSM, by availing the complimentary return airfare package offered by CLE.

Shri Ali Ahmed Khan, Regional Director (Central) along with Shri Vijaya Kumar. C, Export Promotion Officer, CLE attended the BSM and coordinated the group participation of 39 member-companies. CLE had set-up an information booth at the BSM venue, where Council's publicity and promotion materials were displayed and information about the Indian leather sector and opportunities available for the South African buying fraternity were provided to visiting buyers. The publicity materials, promoting the 'brand image' of Indian leather and leather products, brought out by the India Brand Equity Foundation (IBEF) were also distributed to the trade visitors and other concerned.



Dr. Ivan Meyer, Hon'ble Minister of Western Cape & Mr. Puneet R. Kundal, Consul General, CGI, Cape Town with the Officials & Office bearers of CLE @ CLE Information Booth



As per feedback given by the Indian participants, approx 355 one-to-one business meetings were held with the South African buyers during the Two days show. Even though the on the spot business reported by the Indian participants were comparatively low, as per the feedback form submitted by the participants, they are expecting sizable amount of business in the coming months on account of their participation. Besides, discussions on Joint Ventures and Technical Collaborations were also taken place in the BSM. It would be prudent to involve the local buyers, producers, importers associations for enabling and enduring business endeavor. The Indian participants were happy about the business outcome and 28 out of 39 companies reported their interest to participate in the BSM in South Africa in the next year too.