

# Spoga Horse Fair

## Cologne, Germany, September 4-6, 2016

(International Trade Fair for Equestrian Sports)



Report by E.L.Samson, Asst. Director, CLE and Abu Sufiyan, UDC, CLE

The Spoga Horse Fair an International Trade Show for Equestrian Sports held during September 4-6, 2016 at Cologne Exhibition Centre, Cologne, Germany under the exigent business environment of leather industry spread across European market. The business outcomes of the Spoga Horse Fair have resulted extremely positive. The encouraging outcomes of the aforesaid event are lucid indication of market stimulation for entire leather industry.

The Spoga Horse is an international trade fair for equestrian sports, which is one of the leading international trade fair for equestrian products for entire European markets and takes place twice a year during February and September in the exhibition centre of Koelmesse, Cologne, Germany.

The exhibition was open to trade visitors and exhibitors extend from all around the equestrian sport: equestrian clothing, equestrian equipment, care, feeding, Harness, saddlery and leather goods. The Spoga horse autumn concluded after three admirable exhibition days with an increase in attendance of around six percent. In total, over 39,000 visitors from 106 countries attended the International Trade Fair for Equestrian Sports Spoga Horse Autumn and Spoga+Gafa 2016. The nature of visitors includes dealers, wholesalers, buyers from department stores and purchasing cooperatives in the equestrian sports area.

The global imports of Saddlery & Harness had increased from US\$1083.80mn in 2010-11 to US\$ 1407.45mn in 2014-15, growing at a CAGR of 6.75%. India had significant share of 11.56% in the global Saddlery & Harness trade during 2014-15.

### About Germany & Market Prospe



Officially the Federal Republic of Germany is a federal parliamentary republic in central-western Europe. It includes 16 constituent states. Germany is a part of the European single market which represents more than 508 million consumers. Several domestic commercial policies are determined by agreements among European Union (EU) members and by EU legislation. Being home to the modern car, the automotive industry in Germany is regarded as one of the most competitive and innovative in the world and is the fourth largest by production. The top 10 exports of Germany are vehicles, machinery, chemical goods, electronic products, electrical equipments, pharmaceuticals, transport equipments, basic metals, food products, and rubber and plastics.

Germany is the second-largest global importer of Harness & Saddlery items, with its imports increasing sharply from US\$108.33 million in 2010-11 to US\$163.31 million in 2014-15. India's export of Harness and Saddlery items to Germany has also been growing, from US\$18.45 million in 2010-11 to US\$ 27.90 million in 2015-16.

Germany has materialized as the largest buyer of Indian leather products, including shoes, Leather Handbags, Leather accessories, leather garments and horse riding equipment. The major products being exported to Germany from India include horse riding equipment i.e. Saddlery, Harness, Breeches, Riding Cloth, shoes, sandals, shoe components, uppers, leather garments, handbags, travel ware and horse riding equipment.

During 2014-15, India's export of leather, leather products and footwear to Germany was to the tune of USD 800.25 million, accounting for 12.32% of total exports of USD 6494.41 million. In fact, the exports were USD 756.56 million in 2013-14 and grew to USD 800.25 million in 2014-15, growing by 4.52%

The leather sector offers a good potential which Indian entrepreneurs can develop in Germany and other EU markets characterized by ever growing competitiveness in terms of price and quality. This has to be done against the background of the well-known salient features of the German market:

- The world's second largest import and export market
- A tricky buyers' market with hyper competition and high expectations
- A dynamic multi-faceted market with rapid technological development and innovations. A market where a considerable amount of buying power is devoted to satisfying individual needs

- A market influenced by the rising average age of the population and low birth rate
- A market where environment awareness and eco-friendly production becomes more and more a pre-requisite for successful marketing of products

**Indian Saddlery & Harness Industry**

Indian Saddlery & Harness industry is now becoming globally competitive. India is positioned as the third largest exporter of Saddlery & Harness to the world, accounting for a share of 11.56% in the global Saddlery import of US\$1407.45 million. India is one of the largest producers of saddlery and harness goods in the world. The saddlery industry was established in the 19th century primarily to cater to the needs of military and police. From then on initiatives were taken to develop, the industry and today there are over 210 units in the organised sector, out of which most of the export oriented units.

Kanpur, in the state of Uttar Pradesh, is a major production centre for saddlery goods in India and almost all the units operating in Kanpur are 100% export oriented. Kanpur, because of its specialization in vegetable tanning and finishing of buffalo hides is the only centre in the country where harness leather, which is major input for saddlery industry, is manufactured. A statement showing global import of Saddlery & Harness viz-a-viz India’s export and share during 2010-11 to 2014-15 is given below:

*Value in Million US\$*

	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>
World Import	1083.80	1221.73	1215.51	1262.38	1407.45
India’s Export	87.92	107.54	108.32	145.54	162.70
% Share of India	8.11%	8.80%	8.91%	11.53%	11.56%

Source: ITC, Geneva/DGCI&S

**India’s Export of Saddlery & Harness:**

*Value in Million US\$*

	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>
	92.15	107.54	110.41	145.54	162.70	146.38

Source: DGCI&S

**Council’s participation in Spoga Horse Fair, September 4-6, 2016**

In order to enhance Indian Saddlery & Harness Trade share in Germany and also to project Indian brand in this country, the Council for Leather Exports, India has organized the “Group Participation” of 35 member exporters in a total area of 420 Sq.mt in the September 2016 edition of Spoga Horse fair under Market Access Initiative Scheme (MAIS) of the Govt of India. The following member exporters participated and displayed their various range of products in the Spoga Horse Fair, September 2016.

<b>Sl.</b>	<b>Company Name</b>	<b>Booth No.</b>
1	ACE Exports Ltd, Kanpur	K-071
2	ACME Export India, Kanpur	N-081
3	AKI India, Kanpur	N-078
4	AKI International (Leder), Kanpur	N-078a
5	Al-Rahman Tacks, Kanpur	T-129
6	Ariba Overseas, Kanpur	N-060
7	Arun International, Kanpur	M-120
8	Cloud Exports Pvt Ltd, Kanpur	L-061
9	Equestrian Polo Creation, Kanpur	L-108
10	Essel International, Kanpur	L-099
11	FHS International, Kanpur	N-101
12	G B Exports, Kanpur	S-088
13	Global Exports, Kanpur	P-130
14	H & G Saddlery, Kanpur	L-100
15	Kartikeya International, Kanpur	T-111
16	Lederwares (India), Kanpur	R-068
17	Madina Overseas, Kanpur	T-121
18	Malik Traders, Mumbai	N-104
19	Max Breeches, Kanpur	N-121

<b>Sl.</b>	<b>Company Name</b>	<b>Booth No.</b>
20	Mehboob Exports, Kanpur	L-100a
21	Minimax Engineers, Kanpur	S-100
22	Northern Exports, Kanpur	O/P 90/91
23	Orion Exports, Kanpur	M-110
24	Panache Exports, Kanpur	O-101
25	Pioneer Equestrian, Kanpur	M-100
26	Rehman International, Kanpur	L-128
27	Ruksh Garments Pvt Ltd, Kanpur	S-123
28	Ryders Equestrian Products Pvt Ltd, Kanpur	S-123a
29	S R Global, Kanpur	K-080
30	Shree Vaibhav Equestrian Pvt Limited, Kanpur	L-091
31	Mr.ya International, Kanpur	O-073
32	Star Tanning Industries, Kanpur	S-124
33	Sterling India, Kanpur	S-131
34	Young Stallions, Kanpur	L-124
35	Zeeta International, Kanpur	N-060



Mr. Taj Alam, Panel Convenor, Saddlery & Harness along with CLE Representative

### STANDS IN INDIA PAVILION



STANDS IN INDIA PAVILION



**Visit of Mr. Mukhtarul Amin, Vice Chairman, CLE at CLE's information booth at Spoga Horse Fair, September, 2016.**

Mr. Mukhtarul Amin, Vice Chairman, CLE visited at CLE's information booth at Spoga Horse Fair, September 2016 and discussed about event, stand location, members issues and suggested for dissemination of export promotion information amongst the members and visiting buyers for enhancement of Indian share in the European market. He further advised that the Govt. schemes being implementing by the CLE or available hitherto should be publicizing vigorously amongst the medium & small leather & leather products entrepreneur for their overall development & growth of micro& medium members exporters. He also advised for taking aggressive export promotion initiative and organizing standalone event across new market with due discussion and after taking member's inputs for every particular market. He said the membership strength of the Saddlery & Harness industry is increasing rapidly and need to set a constructive action plan for overall development of this equestrian sector.



*Mr. Mukhtarul Amin, Vice Chairman-CLE at the CLE Stand along with CLE Representatives*

**Visit of Mr. Mohammad Iftekhar, Regional Chairman, CLE, Central at CLE's information booth at Spoga Horse Fair, September 2016 edition.**

Mr. Mohammad Iftekhar, Regional Chairman, Central also visited at CLE information booth and appreciated for such a huge participation of Indian exporters. He said the large participation in the aforesaid event is the positive sign of market revival, industry strength and export potential of Saddlery & Harness segment. He also suggested for exploring new market potential of equestrian products other than European market. He went move at entire exhibition area wherein the member exporters participated directly and under CLE and sought members view for formulation of export promotion strategies towards enhancing export of Saddlery & Harness in the European market and other market spread across globe.



*Mr. Mohammad Iftekhar, Regional Chairman, Central Regional along with CLE Representative*

**Visit of Smt. Kiran Khatri, Consul (Trade & Economics), Office of the Consulate General of India, Frankfurt at CLE information booth, Spoga Horse Fair, September, 2016**

Visit of Smt. Kiran Khatri, Counsel (Trade & Economics), Office of the Consulate General of India, Frankfurt visited at Spoga Horse Fair, September 2016 duly accompanied by the Mr. Bijoy Varghese, Project Manager, Koelnmesse YA Trade Fair, Pvt Ltd, India, and CLE Officials went around the entire Indian exhibition area and met with the member exporters and discussed on the issues pertaining to their trade and exhibition.

Smt. Kiran Khatri, Counsel (Trade & Economics) met Mr. Mohammad Iftekhar, Regional Chairman, Central, CLE and discussed on trade and issues pertaining to the member exporters exhibited in the event and ensure trade cooperation and support to be extended for devel-



oping and enhancing trade in the German market.

Visit of Smt. Kiran Khatri, Consul (Trade & Economics), Office of the Consulate General of India, Frankfurt at CLE information Booth

Smt. Kiran Khatri, Consul (Trade & Economics), Office of the Consulate General of India, Frankfurt interacting with Regional Chairman-CLE-Central Region

**Release of Creature Companion, Special Magazine for Spoga Horse Fair, September 4-6, 2016.**

Mr. Taj Alam, Panel Convener, Saddlery & Harness, CLE officially released the Creature Companion magazine during Spoga Horse Fair, Sep. 2016. Ms. Linda Brady Hawke, CEO & Publisher, M/s. L.B. Associates (Pvt) Ltd, Noida, Mr. Binoy Sahee, Director - Business Development, M/s. LB Associates (Pvt), Mr. V. Samson, Asst. Director, CLE & Mr. Abu Sufiyan, UDC, CLE Kanpur were also present. The objective of releases of Spoga Special magazine was to highlight the Indian Saddlery & Harne industry strength and project the potential of this segment. The magazine also contained the interview of Mr. Taj Alam, Panel Cpnvener, Saddlery & Harness, CLE and Mr. Mohammad Iftekhar, Regional Chairman, Central. Mr. Taj Alam speaks to Creature Companion on various aspects of the Indian leather industry potential, employment opportunities, domestic market and emerging markets for Saddlery & Harness Industry. Mr. Mohammad Iftekhar, Regional Chairman, CLE, Central speaks to Creature Companion editor about emergence of India as a global destination for equestrian products, growing Indian Saddlery & Harness, industry strength, opportunities, employment generation, benefits for foreing investors under Make in India programme etc.

**Council's Information Booth at Spoga Horse Fair, September, 2016:**

The Council for Leather Exports India has coordinated about 35 member exporters' participation and organized Council's information booth for dissemination of Indian leather industry information, CLE's publication i.e. Members Directory, Leather News India, Exhibitor's Profile Booklet and other necessary information to the visitors and officials.

Mr. V. Samson, Asst. Director, CLE, Chennai and Mr. Abu Sufiyan, UDC, CLE, Kanpur were present at CLE's information booth during the fair and extended necessary coordination to the member participants and provided export promotion information to the visitors at CLE stand.

STANDS IN INDIA PAVILION





### Conclusion

The Spoga Horse Fair, September 2016 took place under the stimulating condition of international market for leather & leather products and business outcomes resulted very positive. The industry's entire line-up of international key players was represented in the exhibition with innovative companies enhanced the international new products show of the equestrian sport industry. Overall, we have received positive feedback from member exporters on the business outcome of Spoga horse autumn. In particular the high level of internationality and the quality of the trade visitors was praised. Most of members have expressed their willingness for their repeat participation in the Spoga Horse Fair.

As per the feedback received from Member Exporters, firm orders to the tune of Euro 0.13 mn was booked during the Fair and expected future business is Euro 2.20 mn.

### Spoga horse autumn 2016 in figures:

429 companies from 31 countries, 80 percent of which were from abroad, participated at spoga horse autumn. These included 78 exhibitors and 7 additionally represented companies from Germany as well as 333 exhibitors and 11 additionally represented companies from abroad. Including estimates for the last day of the fair, around 39,000 visitors from over 106 countries attended spoga horse autumn and spoga+gafa 2016. The share of foreign trade visitors was 60 percent.

The next spoga horse spring is scheduled to take place from 5 to 7 February 2017.

