

Buyer Seller Meet held from August 7-8, 2017 at Santiago, Chile

- A report by Sanjay Kumar, Regional Director – North, CLE

Chile is a South American country occupying a long, narrow strip of land between the Andes to the east and the Pacific Ocean to the west. It borders Peru to the north, Bolivia to the northeast, Argentina to the east, and the Drake Passage in the far south.

With Santiago as capital Chile is one of South America's most stable and prosperous nations. It leads Latin American nations in rankings of human development, competitiveness, income per capita, globalization, state of peace, economic freedom, and low perception of corruption. It also ranks high regionally in sustainability of the state, and democratic development.

Chile has the highest degree of economic freedom in South America (ranking 7th worldwide), owing to its independent and efficient judicial system and prudent public finance management. In May 2010 Chile became the first South American country to join the OECD. In 2006, Chile became the country with the highest nominal GDP per capita in Latin America.

The Central Bank of Chile in Santiago serves as the central bank for the country. The Chilean currency is the Chilean peso (CLP). Chile is one of South America's most stable and prosperous nations, leading Latin American nations in human development, competitiveness, income per capita, globalization, economic freedom, and low perception of corruption. Since July 2013, Chile is considered by the World Bank as a "high-income economy".

Chile's approach to foreign direct investment is codified in the country's Foreign Investment Law. Registration is reported to be simple and transparent, and foreign investors are guaranteed access to the official foreign exchange market to repatriate their profits

and capital. The Chilean Government has formed a Council on Innovation and Competition, hoping to bring in additional FDI to new parts of the economy.

Economic and Commercial Relations

India - Chile relations are characterized by warmth, friendship and commonality of views on a wide range of issues. In 2009, India and Chile celebrated 60 years of establishment of diplomatic relations which coincided with the visit to India by the President of Chile, Dr. Michelle Bachelet Jeria. Chile shares India's concerns over the threat of international terrorism and has regularly condemned the acts of cross border terrorism that India has suffered. The Chilean Parliament strongly condemned the terrorist attack on the Indian Parliament and the terrorist attacks in Mumbai. Both countries share similar views on expansion and reforms of the UNSC. Chile has articulated its support for India's claim to a permanent seat in the UNSC in a Joint Statement issued at the conclusion of the official visit of Chile's Foreign Minister to India in April 2003 and Chile has continued to express this stand in India's favour regularly since then. The bilateral relations have strengthened over the years with the exchange of high-level visits. Bilateral trade has grown substantially to reach record levels each way.

Chile was the first country in South America to sign a trade agreement with India, in 1956. A Framework Agreement was signed on January 20, 2005 to promote further Economic Cooperation between India and Chile. The agreement proposed a Preferential Trade Agreement (PTA) between



the respective countries, which after several rounds of negotiations was finalized during the talks held at New Delhi in November 2005. The PTA came into force with effect from 17 August 2007 in Chile and in India on 11 September 2007.

In 2016 both the countries signed an agreement to expand the India-Chile Preferential Trade Agreement (PTA), marking a 10-fold jump in the number of products to be traded on concessional duty rates. India's bilateral trade with Chile stood at \$2.6 billion with exports at \$0.68 billion and imports at \$1.96 billion respectively in FY16.

India's export of leather & leather products to Chile has been increasing and then decreasing in past 5 years. In 2015-16 India's export to Chile was US\$ 52.19 million while in 2016-17 the export declined to US\$ 41.87 million. However, Chile's total import of leather & leather products was about US\$1151.88 million during 2016-17. Leather Footwear and Non-Leather Footwear can be considered as major item with imports at about US\$ 377.31 million and US\$ 687.22 million respectively. However, India's export of Leather Footwear to Chile was only US\$ 13.48 million in 2016. Similarly, India's export of Non Leather Footwear to Chile was only US\$ 0.29

million (2016). Hence there exists considerable opportunities to further increase India's export of Footwear to Chile. India presently accounts for a share of 3.63% (2016-17) in Chile's total leather import trade.

CHILE'S IMPORT OF LEATHER & LEATHER PRODUCTS AND INDIA SHARE 2012-2016

(Value in Mn US\$)

DETAILS	2012	2013	2014	2015	2016
Leather					
Import	19.9	18.59	16.67	14.36	13.27
India's Export	0.08	0.01	0.06	0.11	0.00
% Share of India	0.40%	0.06%	0.36%	0.77%	0.00%
Leather Footwear					
Import	404.70	462.17	466.1	404.75	377.31
India's Export	9.48	13.89	13.71	14.56	13.48
% Share of India	2.34%	3.01%	2.94%	3.60%	3.57%
Footwear Components					
Import	10.78	11.39	8.7	8.82	8.01
India's Export	0.36	0.20	0.46	0.70	0.09
% Share of India	3.34%	1.76%	5.29%	7.94%	1.12%
Leather Garments					
Import	16.21	14.35	14.6	15.09	9.75
India's Export	6.21	5.05	5.94	6.23	4.05
% Share of India	38.31%	35.19%	40.68%	41.29%	41.54%
Leather Goods					
Import	65.93	64.31	54.46	64.76	52.83
India's Export	45.8	28.35	32.94	30.39	23.94
% Share of India	69.47%	44.08%	60.48%	46.93%	45.32%
Saddlery & Harness					
Import	1.52	1.99	2.47	2.76	3.49
India's Export	0.05	0.03	0.01	0.04	0.02
% Share of India	3.29%	1.51%	0.40%	1.45%	0.57%
Non Leather Footwear					
Import	611.57	661.03	659.08	651.25	687.22
India's Export	0.00	0.00	0.00	0.16	0.29
% Share of India	0.00%	0.00%	0.00%	0.02%	0.04%
Total					
Import	1130.61	1233.83	1222.08	1161.79	1151.88
India's Export	61.98	47.53	53.12	52.19	41.87
% Share of India	5.48%	3.85%	4.35%	4.49%	3.63%

Source: CHILE's Import - ITC Geneva / India's export DGCI&S

Buyer Seller Meet 2017

As per the advice of Embassy of India in Chile and considering the potentiality of market for leather and leather products in the country, Council for Leather Exports (CLE) organized a Buyer Seller Meet, so

that entrepreneurs of India and Chile may interact and develop trade relations between the two countries. Accordingly the BSM was held at from August 7-8, 2017 at Hotel Crowne Plaza, Santiago, Chile. A total

of 20 companies participated in the event and displayed footwear, leather garments, leather goods & accessories, industrial gloves etc.

List of Participants in Buyer Seller Meet, August 7-8, 2017

S.No.	Name of the Company	Region	Products Display	Booth Number
1	Asian Leather Private Ltd	Kolkata	Leather Bags, Wallets & Purses	1
2	Amit Impex*	New Delhi	Leather Shoes	4
3	Amit Leather Wears	New Delhi	Leather Garments / Bags	5
4	Apollo International Ltd	Noida	Leather Jacket Bag and Belt	15
5	Condor Footwear India Ltd	Surat	Synthetic Footwear for Men, Ladies and Kids	13
6	Florence Shoe Company Pvt. Ltd	Chennai	Leather Footwear	19
7	Habeeb Tanning Company	Chennai	Footwear Shoe Uppers / Cow / Buff / Automotive & Upholstery Finished Leather	10
8	Habib Fashion	Kanpur	Finished Leather, Leather Belts, Bags, Wallet & Accessories	16
9	Hijaz Kuroda Gloves Co Pvt. Ltd	Chennai	Mechanic Gloves, Working Gloves, Outdoor Gloves, Golf Gloves, Fashion Gloves	11
10	International Corporation	Chennai	Finished Leather made out of Cow / Buffalo / Goat and Sheep	3
11	Kamil Leathers	Chennai	Sheep & Goat Finished Leather	18
12	Kundra International	Agra	All type of Men, Ladies and Kid Shoes & Boots	12
13	Kunvar Overseas	New Delhi	Leather Garments / Apparels	9
14	Naaz Exports Pvt. Ltd	Kanpur	Fashion Footwear, Shoe Uppers & Finished Leather	20
15	P&G Enterprises Pvt. Ltd	Haryana	Leather Garments and Leather Wallets	17
16	R S Lederwaren Pvt. Ltd	Kolkata	Wallets, Ladies Purses, Key Cases, Card Cases, Portfolio, Duffle Bags, Backpacks, etc	16
17	Siddharth Exports	Noida	Men's and Ladies Leather Shoes & Boots	2
18	Skin N Stitch Pvt. Ltd	Kolkata	Leather Handbags and Wallets	6
19	Superhouse Limited	Noida	Men's, Ladies and Kids Leather Footwear	8
20	Wallets Plus	Kolkata	Handbags and Wallets	7

*The company couldn't turn up at Buyer Seller Meet 2017, Chile

Press Conference

On 7th August 2017 a Press Conference was organized by Council for Leather Exports, Embassy of India in Chile & India Brand Equity Foundation on the Concept of Indian Leather, World's Pride – Discussion on New Fashion Trends in the Leather Industry at Hotel Crowne Plaza, Santiago, Chile.

Ms. Parul Singh, Associate Director – Branding, India Brand Equity Foundation (IBEF) welcomed H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile, Shri Mukhtarul Amin, Chairman, CLE, Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE, Shri Javed Iqbal, Regional Chairman – Central, CLE, Industry Associations, Member participants, Members of Media and the august gathering.



H.E. Ms. Anita Nayar, Ambassador, Embassy of India in Chile along with Chairman, Vice-Chairman and Regional Chairman (Central), CLE

Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE presented a power point presentation on New Fashion Trends in the Leather Industry. He conveyed that over the last several decades, CLE has been instrumental in the growth and progress of the leather industry in India. He discussed the following points in his presentation:



Mr. Parul Singh, Associate Director, IBEF



Shri Mukhtarul Amin, Chairman, CLE



Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE

- **Key Fashion Trends for the Leather Industry:** Leather has emerged as a fashion product. Leather products are no longer only utilitarian but are style statements. Color, texture and other highlights add to the fashion values of creatively designed leather products. These add significantly to the value realization from leather products.
- **Manufacturing and Selling right:** Selling enough numbers and at the best price is decided by the platform chosen by the manufacturer to sell. Various platforms are open to product at all levels from the low and medium priced segment to high and brands, which multiplies the possibilities.
- **New Uses and Product Developments:** Leather is no longer a material for Shoes, Bags, Jackets and Gloves alone. With advances in material finishes and colors there is no limit to what can be fashioned from leather.

He lastly added that leather and leather products have acquired a niche that is discernable by the quality, volume and the sheer variety in design. Leather as a material is seeing a mini revolution of sorts on how it is used, produced and designed. This revolution or evolution is an ongoing process and that's what fashion is all about.

Shri Mukhtarul Amin, Chairman, CLE welcomed H.E. Ms. Anita Nayar, Ambassador, Embassy of India in Chile, Mr. K. M. John, First Secretary, Embassy of India in Chile, Santiago Chamber of Commerce, Industry Associations and the member participants. In his key

note address he address informed that the Council in association with the Indian Embassy in Chile, has organized the First Buyer Seller Meet in 2016 with about 16 members. Now in 2017, the Council is organizing the fair participation for the second time, with increase number of participants. He thanked the Indian Embassy in Chile for the continuous support and guidance enabling the Council to organize the BSM in 2015 and 2017. He also thanked Govt. of India for providing the funding support for organizing this event at Chile. Chairman, CLE conveyed that Latin America has been identified as a Focus Market for the Govt. of India due to the large untapped potential for enhancing trade and other forms of collaboration between India and Latin America for mutual benefits. It is one of the significant markets for leather and leather products including Footwear. Chile ranks first among the Latin American Countries importing leather and leather products from India. India's export to Chile is further boosted by

the existence of a Preferential Trade Agreement with Chile. He invited all the buyers to visit the Indian stalls and join hands in promoting mutually beneficial bilateral trade between India and LAC. Before concluding, he also thanked Santiago Chamber of Commerce for their efforts in mobilizing the targeted buyers and making this event a purposeful one.

H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile in her special address expressed her pleasure to be a part of this BSM being held under the auspices of CLE with participation of 20 companies representing one of the most vital and vibrant sector of Indian leather industry and exports. India is the second largest producer of footwear and leather garments in the world and caters to the demand for quality products to countries such as Germany, USA, UK, Italy, France, Hong Kong, Spain, Netherlands, etc. The objective of this BSM is to develop partnerships with Chile leather industry. The Government of India



INTERNATIONAL

has identified the leather sector as a focus sector and has taken steps for skill development in this vital sector, to meet the international standards and provide for organized labour to this vital revenue generating sector. She concluded by conveying that this Buyer Seller Meet will surely provide an excellent opportunity for both sides to work for the benefit of both the Chilean and Indian Leather Industry and requested all participants to work for the growth and development of the leather industry.

The dignitaries on the dais had an interactive session with the media wherein the media questioned about leather and leather industry, opportunities in India, benefits of investing in India, Make in India Programme, etc.



Shri Mukhtarul Amin, Chairman, CLE

Media interacting with the dignitaries

Shri Javed Iqbal, Regional Chairman – Central, CLE presented a formal vote of thanks to H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile, Shri Mukhtarul Amin, Chairman, CLE for their continuous support and guidance. He also thanked Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE for his valuable speech. He further thanked Ms. Parul Singh, Associate Director, Branding & Communication, India Brand Equity Foundation for organizing the Press Conference at Chile. He expressed his sincere gratitude to media specialist, eminent journalist and press houses for been present on this event and giving a chance to showcase the strength of Indian Leather Industry.

The press conference had the participation of 11 media house and some other journalists, bloggers and people related to business industry.

Inauguration of Buyer Seller Meet 2017

Subsequently after the Press Conference, the Buyer Seller Meet 2017 was inaugurated at Hotel Crowne Plaza, Santiago, Chile by H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile and Shri Mukhtarul Amin, Chairman, CLE.



Shri Javed Iqbal, Regional Chairman (Central), CLE



H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile and Shri Mukhtarul Amin, Chairman, CLE inaugurating the Buyer Seller Meet 2017

Visit of H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile in Indian Pavilion

H.E. Ms. Anita Nayar, Ambassador, Embassy of India, Chile visited

the CLE Information Booth wherein she interacted with office bearers of CLE. She was also presented a memento by Chairman and Vice-Chairman, CLE.

After the visit to CLE Information Booth she visited the stalls of Indian Pavilion and praised the Indian exporters and their products. She

appreciated the efforts of the Indian manufacturers and encouraged them to increase the trade between India and Chile.

Visit to Stalls



Chairman, CLE and Vice- Chairman, CLE at the event



Meeting with Industrial Development Society (SOFOFA)

On August 7, 2017 a delegation led by Shri Mukhtarul Amin, Chairman, CLE along with Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE and Shri Sanjay Kumar, Regional Director – North, CLE had a meeting with Mr. Manuel Jose Prieto, Manager (International Relations), Industrial Development Society (SOFOFA) at SOFOFA Building, Santiago, Chile. SOFOFA is an organization who takes care of the multi-products, not the specialized one for leather.

Shri Mukhtarul Amin, Chairman, CLE briefed about the Council. Mr. Jose informed that this is the oldest chamber which is mainly handling IT, mining and finance. He further informed that since Chile don't have manufacturing base so most of the items are imported and retailed in other Latin American countries also. We can widely with the major brands and help the Indian companies to know about Chilean brand and people so that they can compete with their competitor in term of price and quality.

Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE mentioned how India is a fast growing economy and business culture has been totally changed, the only issue is the distance.

Mr. Manuel Jose Prieto, Manager (International Relations), SOFOFA assured all kind of support to the Council regarding sharing of information and some members details who are related with leather and leather products. Chairman, CLE invited him for India International Leather Fair, Chennai and looking forward for the support from Chile.



Meeting with Mr. Manuel Jose Prieto, Manager (International Relations), SOFOFA

Meeting with Chamber of Leather, Footwear and Allied Industries (FEDECCAL)

On August 7, 2017 a delegation led by Shri Mukhtarul Amin, Chairman, CLE along with Shri Javed Iqbal, Regional Chairman, Central, CLE, Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE and Shri Sanjay Kumar, Regional Director – North, CLE had a meeting with Mr. Pedro Beriestain Bosco, Director General, Chamber of Leather Footwear and Allied Industries (FEDECCAL) and Ms. Viviana Garcia, Commercial Counselor, Embassy of India in Chile at Hotel Crowne Plaza, Santiago, Chile.

Mr. Pedro Beriestain Bosco, Director General, FEDECCAL gave a power point presentation about the leather, footwear and allied industries and briefed about the scope of mutual benefit.

Shri Mukhtarul Amin, Chairman, CLE mentioned that we are selling upper

as well as complete footwear also. Although, the volume is not very big but we can see the bigger opportunity in Chile which caters the neighboring country also. We are looking for the right source by which we can penetrate the Chilean market. Chairman further discussed that how both of the associations can join hand together and can share the information and will see the possibility of taking membership of each other.

Meeting concluded with thanks to the chair.



Meeting with Mr. Pedro Beriestain Bosco, Director General, FEDECCAL and Ms. Viviana Garcia, Commercial Counselor, Embassy of India in Chile



Meeting with Santiago Chamber of Commerce

On August 8, 2017 a delegation led by Shri Mukhtarul Amin, Chairman, CLE along with Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE, Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE, Shri Javed Iqbal, Regional Chairman – Central, CLE, Shri Sunil Harjai, Convener, Footwear Panel, CLE, Mr. K.M. John, First Secretary, Embassy of India in Chile and Shri Sanjay Kumar, Regional Director – North, CLE had a meeting with Mr. Rodrigo Mujica, Manager (International Relations) and Ms. Elizabeth Lagos, Deputy Manager (International Relations) of Santiago Chamber of Commerce at Hotel Westin, Santiago, Chile.

Shri Mukhtarul Amin, Chairman, CLE reviewed the mobilization of BSM done by Santiago Chamber of Commerce and taken the stock of the participants turned up during the first day of BSM. Ms. Elizabeth updated that around 250 odd meetings has been fixed from 50 companies for 20 member participants. The details of participants during two days event will be shared upon completion of the event.



Meeting with Mr. Rodrigo Mujica, Manager (International Relations) and Ms. Elizabeth Lagos, Deputy Manager (International Relations) of Santiago Chamber of Commerce



Meeting with Ms. Magdalena Diaz, Director Executive, Chile-India Chamber of Commerce

Snapshots of Stalls

Meeting with Chile-India Chamber of Commerce

On August 8, 2017 a delegation led by Shri Mukhtarul Amin, Chairman, CLE, Shri P.R. Aqeel Ahmed, Vice-Chairman, CLE, Shri Manoj Tuli, COA Member & Leather Garment Panel Convener, CLE and Shri Sanjay Kumar, Regional Director – North, CLE had a meeting with Ms. Magdalena Diaz, Director Executive, Chile-India Chamber of Commerce at Hotel Westin, Santiago, Chile.

Delegation enquired about the possibility of assistance from Chile-India Chamber of Commerce but couldn't find satisfactory reply from Ms. Magdalena Diaz. During the discussion it was found that this Chamber don't have any contact of importers therefore, not very useful for leather exporters.





Conclusion

Buyer Seller Meet is a good opportunity for the exporters of leather and leather products. Overall, BSM has recorded positive outcome from the business point of view. The show was attended by the high level international and quality trade visitors. As informed by the member exporters in their feedback form 153 business meetings were held during the event. Most of them not only received good number of serious business enquiries but many of them also booked orders on spot. Member participants reported that future orders 1,100 pieces of leather goods/garments including leather footwear were booked on spot during the show, which amounted to US\$ 80,000. Further, future orders to the tune of 65,500 pieces were booked by the participants whose total value will be around US\$ 18,45,000. Overall, the BSM 2017 has recorded positive outcome from the business point of view. Most of the member exporters have stated to hold BSM every year in the country as Chilean market has a good potential for leather and leather products. More advertisement and publicity campaigns can help in creating awareness among the buyers. Thus, the participation of Indian exporters in this fair will further help to boost the bilateral leather trade between the two countries in the coming years.

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