

# Footwear & Leather Sourcing Show

November 14-16, 2017 Sydney at Australia

A Report by M. Krishnaiah, Public Relations Officer, CLE

**FOOTWEAR  
& LEATHER 2017**  
SHOW - AUSTRALIA



*Visit of Shri B. Vanlalvawna, Consul General, Consulate General of India, Shri Ganesh Kumar Gupta, President-FIEO, Shri Ajay Sahai, Director General & CEO, FIEO, Shri M. Krishnaiah, Public Relations Officer, CLE and Members of FIEO in Indian Pavilion.*

## Economy of Australia

The economy of Australia is developed and one of the largest mixed market economies in the world, with a GDP of AUD\$1.69 trillion as of 2017. Australia is the second wealthiest nation in terms of wealth per adult, after Switzerland. Australia's total wealth was AUD\$8.9 trillion as of June 2016. In 2016, Australia was the 14th largest national economy by nominal GDP, 20th largest by PPP-adjusted GDP and was the 25th-largest goods exporter and 20th-largest goods importer. Australia took the record for the longest run of uninterrupted GDP growth in the developed world with the March 2017 financial quarter, the 103rd quarter and 26 years since Australia had a technical recession (two consecutive quarters of negative growth)

The Australian economy is dominated by its service sector, comprising 61.1% of the GDP and employing 79.2% of the labour force in 2016. East Asia (including ASEAN and other Northeast Asia countries) is a top export destination, accounting for about 64% of exports in 2016. Australia has the eighth highest total estimated value of natural resources, valued at US\$19.9 trillion in 2016. At the height of the mining boom in

2009-10, the total value-added of the mining industry was 8.4% of GDP. Despite the recent decline in the mining sector, the Australian economy has remained resilient and stable and has not experienced a recession since July 1991. The Australian Securities Exchange in Sydney is the 16th largest stock exchange in the world in terms of domestic market capitalisation and has the largest interest rate derivatives market in Asia. Some of Australia's large companies include but are not limited to: Wesfarmers, Woolworths, Rio Tinto Group, BHP Billiton, Commonwealth Bank, National Australia Bank, Westpac, ANZ, Telstra and Caltex Australia. The currency of Australia and its territories is the Australian dollar which it shares with several Pacific nation states.

Australia is a member of the APEC, G20, OECD and WTO. The country has also entered into free trade agreements with ASEAN, Canada, Chile, China, Korea, Malaysia, New Zealand, Japan, Singapore, Thailand and the United States. The ANZCERTA agreement with New Zealand has greatly increased integration with the economy of New Zealand and in 2011 there was a plan to form an Australasian Single Economic Market by 2015.

## India – Australia Relations

India and Australia have several commonalities, which serve as a foundation for closer co-operation and multifaceted interaction, on lines similar to what India has developed with other Western countries. Both are strong, vibrant, secular and multicultural democracies. They both have a free press and an independent judicial system; the English language is an important link. Cricket, and now the large numbers of Indian students coming to Australia for education, is significant elements in awareness at the popular level.

India is increasingly becoming a factor in Australian analysis and policy making. Our growing economic profile and commercial relevance to the Australian economy is recognised, both at the state and federal level in Australia. Shri Narendra Modi, Hon'ble Prime Minister of India visited Australia on the eve of G20 Leaders' Summit in November 2014 at Brisbane, Australia. His visit was continued after the conclusion of G20, as a bilateral one from 16-18 November 2014.

The two countries are currently discussing a Comprehensive Economic Partnership Agreement (CECA) which will provide greater market access to Indian exporters of goods and services. The two sides have exchanged their goods and services offer lists for the CECA. It is expected that the conclusion of the CECA will expand the base of merchandised trade, remove non-tariff barriers, encourage investment and address behind the border restrictions to trade.

There is an Indian community of nearly 4, 50,000 in Australia which is contributing to the Australian economy in their role as teachers, doctors, accountants, engineers and

researchers. India is the third largest source of immigrants for Australia.

## India's export of leather & leather products to Australia:

Australia is becoming a significant market for Leather & Leather products with its imports increasing from US \$ 2038.40 Million in 2012 to US \$ 2217.11 million in 2016. India's exports of leather and leather products to Australia too has increased from US \$ 74.16 million in 2012 to US \$ 82.70 million 2016, growing at a CAGR of 10.50%. In this context of increased market prospects that the Council has planned for the group participation of our member companies in the Footwear & Leather Sourcing Show, Australia.

The percentage share of India in Footwear had increased from 2.72% in 2012 to 2.95% in 2016 and Leather increased from 2.43% in 2012 to 2.67% in 2016. Similarly strong growth is seen in various other leather categories. This dedicates Footwear & Leather Show is expected to provide a major opportunity to participating companies to establish and grow their business in the Australian market.

## About Footwear & Leather Sourcing Show:

The Footwear & Leather Show co-located with International Sourcing Expo and China Clothing Textiles Accessories Expo, This established trade event offers an unrivaled opportunity to connect with footwear and leather suppliers from across the globe.

The three events had combined occupy 14,660 square meters of exhibition space at the world-class International Convention Centre – right in the heart of vibrant Sydney. The central location provides ease of access to Sydney's thriving retail and business precinct

Considering the potential market for Leather & Leather Products in Australia, the Council organized participation of member-exporters in Footwear & Leather Sourcing Showing during November 14-16, 2017 on self financing basis. Altogether, 9 member-

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

(Value in Mn US\$)

DETAILS	2012	2013	2014	2015	2016
<b>Leather</b>					
Import	82.40	77.78	88.80	94.53	54.77
India's Export	2.00	1.87	1.89	1.87	1.46
<b>% Share of India</b>	<b>2.43%</b>	<b>2.40%</b>	<b>2.13%</b>	<b>1.98%</b>	<b>2.67%</b>
<b>Leather Footwear</b>					
Import	798.91	789.03	821.36	806.92	790.53
India's Export	21.72	23.02	21.96	24.28	23.30
<b>% Share of India</b>	<b>2.72%</b>	<b>2.92%</b>	<b>2.67%</b>	<b>3.01%</b>	<b>2.95%</b>
<b>Footwear Components</b>					
Import	27.05	27.46	29.86	30.17	29.21
India's Export	0.15	0.62	1.28	0.60	0.66
<b>% Share of India</b>	<b>0.55%</b>	<b>2.26%</b>	<b>4.29%</b>	<b>1.99%</b>	<b>2.26%</b>
<b>Leather Garments</b>					
Import	35.39	37.24	36.47	33.09	33.83
India's Export	5.70	5.40	5.81	4.88	4.56
<b>% Share of India</b>	<b>16.11%</b>	<b>14.50%</b>	<b>15.93%</b>	<b>14.75%</b>	<b>13.48%</b>
<b>Leather Goods</b>					
Import	343.47	370.79	405.6	414.93	446.84
India's Export	36.35	36.72	42.37	43.12	42.42
<b>% Share of India</b>	<b>10.58%</b>	<b>9.90%</b>	<b>10.45%</b>	<b>10.39%</b>	<b>9.49%</b>
<b>Saddlery &amp; Harness</b>					
Import	42.08	41.68	46.21	43.72	46.88
India's Export	7.70	10.50	11.22	9.88	10.06
<b>% Share of India</b>	<b>18.30%</b>	<b>25.19%</b>	<b>24.28%</b>	<b>22.60%</b>	<b>21.46%</b>
<b>Non Leather Footwear</b>					
Import	709.10	735.05	754.54	827.96	815.05
India's Export	0.55	0.17	0.15	0.08	0.24
<b>% Share of India</b>	<b>0.08%</b>	<b>0.02%</b>	<b>0.02%</b>	<b>0.01%</b>	<b>0.03%</b>
<b>Total</b>					
Import	2038.40	2079.03	2182.84	2251.32	2217.11
India's Export	74.16	78.31	84.68	84.71	82.70
<b>% Share of India</b>	<b>3.64%</b>	<b>3.77%</b>	<b>3.88%</b>	<b>3.76%</b>	<b>3.73%</b>

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



exporters all over India participated in this show with their latest collection of leather footwear, leather goods and leather garments etc.

On day-1, Tuesday, 14th November 2017 at 11.00 am, Shri B.Vanlalvawna, Consul General, Shri A. Chandru, Consul (Commercial) and Shri Sudip Bhattacharya, Trade & Investment Promotion Officer of Consulate General of India, Sydney visited India Pavilion organized by FIEO and CLE Pavilion & interacted with the Indian exhibitors



### List of Participants in the Footwear & Leather Sourcing Show, November 14-16, 2017

S.No.	Name of the Company	Region	Products displayed	Booth No.
1	Amar Brothers Global Pvt. Ltd.,	Kanpur	Leather Bags & Shoes	H-47
2	Jama Corporation Pvt. Ltd.,	Kanpur	Leather & Footwear	H-09
3	Kansin Import Export Pvt. Ltd.,	New Delhi	Leather Shoes, Jackets Belts & Wallets	H-35
4	Nibras Shoes Pvt. Ltd.,	Chennai	Leather Footwear	H-19
5	Ooma Overseas	Agra	Leather Footwear	H-31
6	Pottissimus Arrow Shoes P. Ltd.,	Ranipet	Leather Footwear	H-27
7	Sara Leather Industries	Chennai	Leather Footwear Bags & Accessories	H-05
8	Sarah Garments Pvt. Ltd.,	New Delhi	Leather Bags	H-37
9	Tulsyan Impex Pvt. Ltd.,	Kolkata	Leather Bags, Wallets & Portfolios	H-13

### BUSINESS MEETINGS AT CLE PAVILION



# INTERNATIONAL



The Council for Leather Exports has coordinated the participation of its member- exporters and organized Council's Information Booth for dissemination of Indian Leather Industry information. CLE's publications i.e. Members Directory, Leather News India, Exhibitors Profile Booklet and other necessary information were provided among the buyers. Shri M. Krishnaiah, Public Relations Officer, CLE was present at CLE's information booth during the fair and provided information relating to export promotion to the visitors at CLE stand.

## Meetings at CLE Information Booth



*Shri M. Krishnaiah, PRO, CLE with Shri Sudip Bhattacharya, Trade & Investment Promotion Officer, Consulate General of India, Sydney*



*Shri M. Krishnaiah, PRO, CLE with Mrs. Julie, Exhibition Director and Shri Rajesh Bahl, Indian Representative*



*Shri M. Krishnaiah, PRO, CLE with Mrs. Parul Singh, Associate Director, India Brand Equity Foundation, New Delhi*

As reported by Fair Organizer, visitors from New Zealand, China, India, Hong Kong, Bangladesh, Pakistan, South Africa, United Kingdom, Fiji, Botswana, Bahrain, Taiwan, Singapore, United States, Austria, Russia, Japan, Malaysia, Nepal, Papua New Guinea, Poland, Portugal, Indonesia, Israel, Vanuatu, Vietnam, Sweden were visited the Fair.

### Facts & Figures of Expo visitors:

#### Visitor Business type

Distributor/Wholesaler – 16.6%	Retail Chain/Department Store – 4.0%
Importer – 9.6%	Mixed channel incl online– 28.2%
Independent Retail – 18.1%	Agency – 3.9%
Manufacturer – 12.0%	General 7.6%

#### Visitor Business type

Women's footwear – 22.0%	Home textiles – 14.5%
Children's /infant footwear – 10.8%	Functional/ textiles – 12.9%
Handbags/wallets/travel goods – 27.6%	Intimate apparel – 9.2%
Men's footwear – 14.9%	Outerwear – 14.3%
Fabric and textiles – 46.0%	Plus Size – 7.1%
Sportswear & Goods – 29.5%	Resort & Swimwear – 15.4%
Jewellery – 19.7%	Scarves/Hosiery/Eyewear – 17.0%
Children's /infant wear – 19.0%	Trims & Components – 15.0%
Menswear – 26.7%	Women's wear – 47.2%
Active wear – 24.8%	Work wear & Uniforms – 13.9%

### International Seminar Series 2017

The Footwear and Leather Show Australia was supported by a comprehensive International Seminar Series that featured some of the world's most respected industry professionals.

From sourcing fundamentals through to trend forecasting and learning how best to work with sourcing partners in both established and emerging regions.

#### Day-1 : Tuesday, 14th November 2017

Time	Topic / Presented by
9.30 am	Top sourcing tips : Best practices & Common mistakes when sourcing from South East Asia By: Mr.Brain Garvin, B. Garvin Sourcing
12.30 pm	How to navigate the Chinese Supplier landscape By : Mr. Cao Jiachang, China Chamber of Commerce of Import and Export of Textile and Apparel (CCCT)
2.00 pm	Overview on the South African Footwear and Leather Manufacturing Industry By : Ms.Nerisha Jairaj, South African Footwear and Leather Manufacturing Industry

#### Day-2 : Wednesday, 15th November 2017

Time	Topic / Presented by
9.30 am	The First line of Defence – How to protect your business and ideas when looking offshore By: Ms.Helen Kavadias, Phillips Ormonde Fitzpatrick
11.00 am	Top Tips for Fashion Startups By:Ms.Elizabeth Formosa, Fashion Equipped

#### Day-3 : Thursday, 16th November 2017

Time	Topic / Presented by
9.30 am	Growing the Australian Fashion and Textile Industry By: Mr. David Giles- Kaye, Council of Textile & Fashion
11.00 am	Colour Trends AW 18.19 By :Ms. Sharon Rae, Fashion Forecast Services & Mr.John Eussen, Eussen Lifestyle.
12.30 pm	How Final Random Inspection can assist with quality control By: Mr. Ray Hartland, CRS International

## INTERNATIONAL

The fair authority provided all required of support to the exhibitors to make the event successful. As reported by the member exporters in their feedback form 120 business visitors visited their stalls. Member participants reported that there is good potential for leather and leather products, particularly leather goods in Australian market The future business expected from this participation around \$ 1,25,000

### Conclusion:

Overall, the Footwear and Leather Sourcing Show, November 14-16, 2017 has recorded a positive outcome from the business point of view. The show was attended by the international and quality trade visitors. Some of the member exporters have expressed their willingness to participate in the next edition of the Show. Other member exporters opined that show should be promoted more for the next edition in order to attract big buyers and fetch more customers. Thus, the participation of Indian exporters in this fair will further help to boost the India-Australia bilateral leather trade in the coming years.

### Footwear & Leather Show 2018:

The Fair organizer has announced dates for next event of Footwear & Leather Show 2018. The venue and schedule is as under:

#### Melbourne Convention & Exhibition Centre

1 Convention Centre Pl, South Wharf, Victoria, Australia

Tuesday 20 November 2018: 10.00 am – 5.00 pm

Wednesday 21 November 2018: 10.00 am – 5.00 pm

Thursday 22 November 2018: 10.00 am – 4.00 pm



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