

A Brief Report on Council's organisation of group participation at 89th Expo Riva Schuh Fair, Garda, Italy, Jan. 13-16, 2018

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About the Fair:-

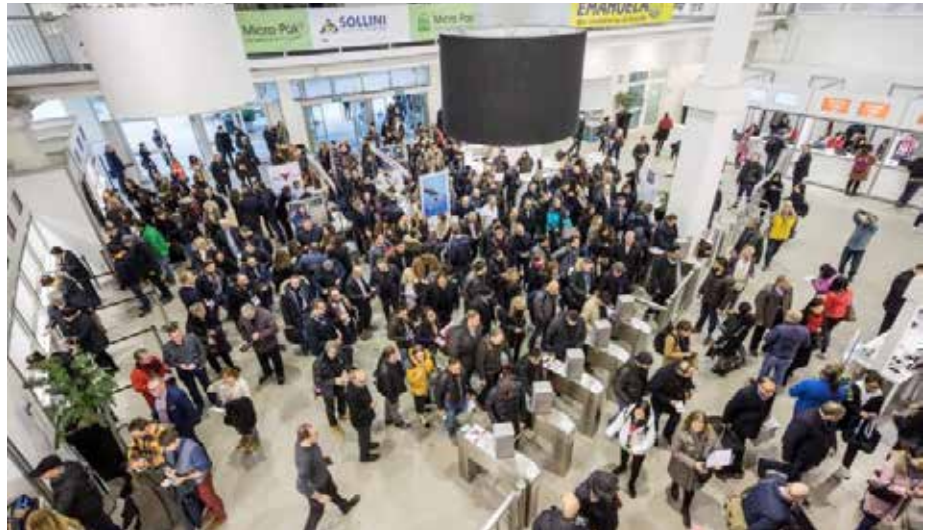
Expo Riva Schuh is today's leading international exhibition for volume production footwear at a mid-range price point. It is Europe's most important event for this market segment. Expo Riva Schuh is a meeting place for international business: an event where companies and buyers from around the world meet and interact.

There are companies from Italy and Europe, as well as the increasingly important presence of companies from India, China, and Brazil - the world leaders in footwear production.

Expo Riva Schuh is the first event in the international fair calendar; this means visitors get a thorough preview of offerings and 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 Exhibitor's Profile at the Opening Ceremony of the Fair by Mr. Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi.

At 89th edition of the Expo Riva Schuh Fair buying groups from Bulgaria and



Buyer through the Reception Area at the Expo Riva Schuh – a Photo

the Czech Republic was expected to visit the fair. The Managing Director highlighted that companies from China, India and Brazil along with Italian and European brands will be presenting their finest collection for Autumn / Winter 2018-19. He added that for the first time, Paraguay is participating in the event. Altogether, the exhibition halls in Riva del Garda will be presenting their trendy and finest designs in footwear for the Autumn/Winter 2018/2019 collections. A total of 1,455 exhibitors, of which 1,177 took part from 37 overseas countries. In his speech, he further added that "The market needs to come to terms with an increasingly knowledgeable and demanding consumer". He also pointed out that Online Shopping Trend has become very vibrant and hence Consumers does not browse the portal for selection of the product but also compare the prices of the

similar product in other online portals before they place their orders. During the current edition of the Fair, it means that on the one hand, the needs of the buyer have changed, and, on the other, that even the professionals who are distant targets from those traditionally present at the fair, such as retailers, producers of private labels and representatives from the major e-commerce channels, have started to visit Expo Riva Schuh. Our challenge for the future will be that of offering convincing answers to these new demands."

"Expo Riva Schuh has proved itself to be the largest international Footwear Event with a footfall of about 13,000 trade visitors from across the globe". – quote by Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini at the Opening Ceremony of the Fair.

The Chairman also expressed that

the exhibitors +great satisfaction for the quality of the buyers they have met here in Riva del Garda and that confirms just how high the level of our fair is. Bringing valid visitors to the fair signifies offering concrete business opportunities for the companies, thus giving them a strong incentive to continue exhibiting at Expo Riva Schuh.”

The 89th edition of the event witnessed the participation of buyers delegation from 11 countries: Sweden; Norway; Finland; Denmark; Estonia; Romania; Russia; Serbia; Hungary; Croatia and the Ukraine. This special initiative taken by the fair organiser with the support of the ICE Agency, not only led to more footfall of trade visitors from the above countries.

Some of the renowned Speakers at the inaugural ceremony highlighted that “The market’s evolution runs parallel to the increasingly rapid changes in the world of fashion and the role of the consumer, who is more and more digital and evolved. As proven by the success of the fast fashion business model, the key to success is speed and brands are turning less and less to the larger manufacturers and more towards the smaller, more flexible producers, opening another possible door to success for European manufacturing.

“In terms of strategy and positioning, Expo Riva Schuh is perfect for the demands of fast fashion. More and more mixed purchasing strategies are emerging, in which large orders are integrated into smaller and more repeated productions. Companies have also expanded their product range in order to maintain their market shares, increasingly focusing on the concept of a total look. And so, therefore, Expo Riva Schuh fair is changing, just as the market is changing and thus the reason for Expo Riva Schuh remains to be successful fairs.

For Autumn/Winter 2018-2019 a general tendency towards comfort

has emerged from Expo Riva Schuh, with details that recall classic elegance, somewhere between formality and tradition, without ever sacrificing style. Fashions tend towards the hybrid concept of mixing and matching different materials, styles and colours, giving a completely new look to the entire range of men, women and children footwear.

The Council for Leather Exports has been regularly organizing participation of our member –exporters of footwear in the Expo Riva Schuh Fair at Riva Del Garda, Italy for over two decades. The Expo Riva is a biannual fair which is scheduled at the beginning of both the Summer & Winter Seasons, and its location in the heart of Europe i.e. Italy, have contributed to it being well-attended by exhibitors from across the world and visitors from Europe mainly, besides many other countries. In the 89th Edition of Expo Riva Schuh to be held during January 2018, the Council is organizing participation in a total area of about 1317 Sq. mt with 84 Companies, out of which 80 member-companies had displayed at the Hall A3 “CLE INDIA PAVILION” exclusively set apart in the fair.

The European Union is the single largest market for Indian Footwear and in the EU, Italy is a key destination. Italy’s import of leather and leather products has increased from US \$ 9214.68 million in the year 2010-11 to US \$ 11542.42 million in the year 2014-15, growing at a CAGR of 5.79%. Out of the total import value of US\$ 11542.42 million in the year 2014-15, import of footwear (both leather and non-leather) alone was US\$ 5524.06 million. India’s export of leather & leather products to Italy has also increased from US\$ 455.75 million in the year 2010-11 to US\$ 504.28 million in the year 2014-15, growing at a CAGR of 2.56%. One of the Major items of export from India to Italy is Footwear with a value of US\$ 140.20 million in the year 2016-17.

The Expo Riva Schuh Garda Fair,

Italy is a very popular international footwear fair in which a large number of Indian companies participate and the size of our participation has been continuously increasing. Footwear is the Growth Engine of the Indian Leather Industry with current turnover of US\$ 12.77 billion (Exports & Domestic) which is projected to reach US\$ 19.4 billion by the year 2020. The Expo Riva Schuh Garda Fair is an important platform in the Indian Footwear industry’s outreach efforts to international buyers.

CLE Information Stand at Expo Riva Schuh:

CLE information stand was set up to coordinate large participation of 84 members which was managed by Mr. M.J.Jamal Md. Mohideen, Deputy Director, Mr. Atul Kumar Mishra, Regional Director (North), Mr. Asif Iqbal Khan, Export Promotion Officer (Delhi) and Mr. P.Rajakumar, Assistant Export Promotion Officer (Head Office). Business Visitors from several overseas countries have visited the CLE Information Booth and collected Publicity and Promotional materials kept on display such as Participant’s profile booklets, Members Directory, Leather News India, Designers Fair Information Booklet, new brochure viz. “Global Dominance” etc. Some of the business visitors inquired about the Indian leather sector and footwear manufacturing hubs in India. The information sought by all such visitors were provided by the Officials who were managing the CLE Information Booth. “India Brand Equity Fund” (IBEF) had undertaken India Brand campaign for Indian Leather sector by placing the digital sign board, Billboards at the fair complex at the entrance of the Reception Area and also outside in the Campus of the Fair Ground. Mr. Shafeeq Ahmed, Mr. Rajesh Kumar Sehgal, Mr. Rehan Ajmal, Mr. Vipin Seth, COA members were amongst the important personnel who had visited the CLE information stand.

Fact Sheet of CLE's Participation in 89th Expo Riva Schuh, January 13-16, 2018

No of Participants	84 Members
Area of CLE India Pavilion organised	1317Sq. Meters for 84 member companies including CLE information stand
Products Displayed	Men, Women and Children Footwear
No. of Business Meetings held in CLE India Pavilion	471 Meetings
Spot orders booked and Quantity	Euro 2.38 Millions
Future orders expected and Quantity	Euro 16.32 Millions
No. of General Enquiries handled at CLE information stand	About 20 business visitors
Total Number of Exhibitors	1455 from 38 countries (including the collectives of Italy, China, Germany, India, Brazil, Netherlands, Portugal, Spain, Taiwan and the UK, etc.)
Total Area displayed	32990 sq. Mtrs with participation by more than 37 countries
Total Trade Visitors for Expo Riva Schuh	13000 approximately from more than 100 countries
Presentation displayed in exhibition	Previews of Autumn /Winter 2018-2019 collections for men, women and children Footwear
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

Conclusion - Expo Riva Schuh Fair is one amongst the very few successful exhibition for showcasing Footwear to European buyers and it continues to serve as an important gateway for targeting the mid segment buyers/importers from all around the world in general and European countries in particular.

Participation in the Expo Riva Schuh Fair with substantial financial assistance from the Department of Commerce and Market Access Initiative Scheme has paved the way for small and medium

enterprises to showcase their trendy collections to the western world to establish their business contacts and to renew their existing customers.

The overall feedback from the members obtained from the group participants in the CLE INDIA PAVILION at the ended with 471 Business Meetings leading to acquiring Spot Orders worth Euro 2.38 million and Future Expected Orders to the tune of Euro 16.32 million.

The overall result of the organisation of CLE INDIA PAVILION was found

to be noteworthy both in terms of business turnout and awareness created about India as a reliable and potential supplier for the footwear sourcing. The 90th edition of Expo Riva Schuh will be held during June 16-19, 2018 to present an exquisite selection of classic, casual, comfort and sports footwear on 32,500 sq metres exhibition area. Over 11,000 key buyers will attend Expo Riva Schuh Summer to explore the new collections, place their orders and identify the hottest trends of the upcoming season.



Mr. Rajesh Kumar Sehgal, COA member at CLE information Stand in discussion with Mr. Jamal, DD

Mr. N. Shafeeq Ahmed and Mr. Rehan Ajmal COA members at CLE information stand

INTERNATIONAL



A Business visitor from Moscow collecting publicity & promotional material from CLE stand from Mr. Jamal Deputy Director. Also seen Mr. Atul Kumar Mishra, RD-North and Mr. Asif Eqbal Khan, EPO-North



Ms. Janice Lee, sales Director, APLF at CLE information Stand for collecting promotional material and marketing Fashion Access – Footwear event at the Garda show



A snap of CLE officials along with interpreter at CLE information stand



Mr. Naresh Bhasin, Regional Chairman-West and Mr. Rajesh Sehgal, COA member attending inaugural ceremony

Few snaps of Business Visitors at CLE India Pavilion having business meetings with member exporters

