

Two-Day Buyer-Seller Meet in Cape Town, South Africa February 21-22, 2018

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Inauguration of BSM-South Africa on Feb.21, 2018 by Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government and His Excellency. Shri. Abhishek Shukla, Consul General, Consulate General of India, Cape Town in the presence of Shri. Javed Iqbal, Regional Chairman, CLE-Central Region, Shri. Sunil Harjai, Leather Footwear Panel Convenor along with other Member Participants

Introduction:

India is a significant player in the global leather business being the second largest global producer of footwear & leather garments and fifth largest exporter of leather goods & accessories. Exports from the Indian Leather industry has grown from USD 107.97 million in 1966-67 to USD 5665.91 million in 2016-17.

Africa is the world's Second-Largest and second-most-populous continent in the world. African countries are potential markets for export of footwear (including non-leather footwear), leather accessories/goods, leather garments and finished leather. As many African countries, due to their Least Developed Country status, get Import Duty Exemption in major markets like Europe and USA, there is potential for Indian exporters to explore possibilities for Third Country Trade and for manufacturers to set-up units in Africa as Joint Ventures.

India-Africa Leather Trade:

Africa's import of leather & leather products had increased from US\$3386.19 mn in 2012 to US\$4980.81 mn in 2016 growing at a CAGR of 10.13%. India's export of leather & leather products to Africa increased from US\$169.63 mn in 2012 to US\$310.74 mn in 2016-17, growing



at a CAGR of 16.34%

Out of Africa's total leather import trade, import by South Africa alone is to the tune of US\$978.81 mn accounting for a share of close to 20% in Africa's total leather import trade. Hence, South Africa is the largest importer of leather & leather products among the African Countries.

India – South Africa Leather Trade:

• South Africa is a significant market in Africa for leather and leather products including Footwear. South Africa imports to the tune of US\$9.78 bn, with a share of about 5% in the global

import of leather and leather products valued at US\$180 bn in 2016. India accounts for a share of 4.53% in South Africa's total leather import trade of US\$ 978.41 million in 2016, providing ample scope to further enhance our exports to South Africa.

• India's exports to South Africa has increased from US\$ 36.07 million in 2012 to US\$ 44.29 million in 2016, growing at a CAGR of 5.27%. Footwear accounts for about 55% of India's total export of leather and leather products to South Africa followed by Finished Leather, Leather Goods & Leather Garments.

A Statement showing India's export of leather and leather products to South Africa and its share during 2012 to 2016 is given below:

(Value in Mn US\$)

DETAILS	2012	2013	2014	2015	2016
Leather					
Import	89.26	93.01	94.85	68.02	60.01
India's Export	13.33	17.7	19.93	18.98	11.97
% Share of India	14.93%	19.03%	21.01%	27.90%	19.95%
Leather Footwear					
Import	232.81	235.08	229.58	194.16	200.25
India's Export	12.04	13.68	16.66	18.45	17.39
% Share of India	5.17%	5.82%	7.26%	9.50%	8.68%

Footwear Components					
Import	17.1	17.45	17.89	18.37	15.24
India's Export	0.98	5.81	8.79	5.72	6.68
% Share of India	5.73%	33.30%	49.13%	31.14%	43.83%
Leather Garments					
Import	5.35	6.46	6.26	5.48	4.28
India's Export	1.51	1.34	1.46	0.62	1.8
% Share of India	28.22%	20.74%	23.32%	11.31%	42.06%
Leather Goods					
Import	53.61	56.89	66.49	58.09	50.74
India's Export	6.52	7.61	6.67	6.65	5.21
% Share of India	12.16%	13.38%	10.03%	11.45%	10.27%
Saddlery & Harness					
Import	4.41	4.82	4.00	3.6	3.81
India's Export	1.22	1.22	1.07	1.12	0.77
% Share of India	27.66%	25.31%	26.75%	31.11%	20.21%
Non Leather Footwear					
Import	736.82	740.79	690.78	632.19	644.08
India's Export	0.47	0.79	0.48	1.32	0.47
% Share of India	0.06%	0.11%	0.07%	0.21%	0.07%
Total					
Import	1139.36	1154.5	1109.85	979.91	978.41
India's Export	36.07	48.15	55.06	52.86	44.29
% Share of India	3.17%	4.17%	4.96%	5.39%	4.53%

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

Buyer-Seller Meet in South Africa, Feb 21-22, 2018

With a view to further promote the export of leather & leather products to South Africa, the Council for Leather

Exports in association with Consulate General of India, Cape Town, South Africa organized a Two Day Buyer Seller Meet (BSM) in Cape Town, South Africa during February 21-22,

2018 at the Cape Town International Convention Centre.

The Council has been organizing the Buyer-Seller Meet in South Africa since 2013 under the Market Access Initiative Scheme of the Government of India. The BSM organised during Feb 2018 is Fourth in this series. The past BSMs organised by the Council had evoked a positive response among the buyers resulting in large number of buyers footfall.

As per Govt guidelines, the creatives of IBEF is to be used for the Govt supported International Events. Accordingly, the Fascia Template Design for the South Africa BSM was used as per IBEF Design Options.

Potential Buyers including many major brands and buying groups like 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 visited the BSM in South Africa organised in the last edition of the BSM during March 2017.

The BSM during Feb 2018 has witnessed participation of the following 40 Member Companies from all over India who had displayed a wide range of products including footwear, leather goods, leather garments, finished leather etc. in the BSM.

S. No	Company Name	Display products
01	Aala Gloves, Chennai	Leather, Leather Gloves and products
02	Alignz Exports Private Limited, Noida	Leather Garments and PU Garments
03	AKI India Ltd, Kanpur	Saddlery harness & Footwear
04	Chowdhary Overseas Limited, Unnao	Gents & Ladies Slippers, School Shoes, Sports Shoes, Safety Shoes
05	Creemos International Ltd, Kanpur	Leather belts, Bags & Small Leather Goods
06	Deepak Impex (Wasan Group) Agra	Leather Footwear
07	Discovery Leathers Pvt. Ltd., New Delhi	Leather garments & Goods (Mens & ladies)
08	D'Lord's Exports (India), Mumbai	MENS FOOTWEAR
09	Flourish Shoes, Kanpur	Complete leather shoes & Leather Accessories

10	Guru Shoe tech Pvt. Ltd, Agra	Leather & Non Leather Footwear & Accessories for Men & Women
11	Halcyon Footwears Pvt. Ltd, Chennai	Shoe / Shoe Uppers
12	Hanna Scm, Chennai	Men's Leather Shoes and Sandals
13	Hurera Leather Company, Ambur	Finished Leather & Shoes
14	I.A. Leather (India) Pvt. Ltd, Kanpur	LEATHER FOOTWEAR (LADIES, KIDS & MENS SANDAL, SHOES & BOOT)
15	Indo Skins Garments Private Ltd, Chennai	Leather Garments, Finished Leather and Leather Goods
16	Jute Wonders Unlimited, New Delhi	Leather Sandals
17	J.L.Collections Pvt. Ltd, Mumbai	Leather Wallets, Leather Gift Set, Leather Fashion Bags, Leather Travel Bags, Leather Executive Men's Bags and Leather Jackets
18	Kailash Forme Creations Pvt. Ltd., Agra	Shoe last & Sole
19	Kay Shoe Incorporation, Agra	Leather and Non Leather (Synthetic) Footwear
20	Klodennex, Kanpur	Leather hand bags, leather wallets, Leather Belts
21	Mega Leathers, Ranipet	Cow Finished Leather
22	N J Exports, Kolkata	Finished Leathers
23	Naaz Leather Finishers, Kanpur	Sandal & Shoes
24	Osman Shariff, Kolkata	Travel Goods, hand bags for ladies, Wallets & Purses
25	Pioneer Leather Corporation, Kolkata	Men Wallets, Ladies Wallets, Ladies bag, passport Holder, Key case, Small Leather Goods.
26	Saktthi Footwear, Chennai	Leather Shoe uppers & Leather hand bags
27	Siddarth Footwear Exports Pvt. :Ltd, Noida	Mens & Ladies Leather Shoes & Boots
28	Super Footwear, Kanpur	Leather Slippers and Sandals
29	Super Tannery Ltd., Kanpur	Leather Shoe
30	Super Shoes, Kanpur	Leather Footwear
31	Tannex International, Kolkata	Leather bag, Leather Wallets and Purses
32	Torero Corporation Private limited, Kolkata	Leather Bag, Leather Wallets, Leather Belt, Luggage, Bag-pack, leather Key chain and Accessories
33	Trendsetter, New Delhi	Leather Garment, Bags, wallets
34	Usmani Tanners, Kanpur	Leather Belts
35	Wallets Plus, Kolkata	Handbags & Wallets
36	8V Shoes, Mumbai	Leather Sandal
37	Badruddja Sons, Kolkata	Leather bags, Small Leather Goods, Finished Leather
38	Sleen Overseas, Agra	Leather belts & Wallets
39	Great Shoe, Agra	Ladies, Mens & Children Leather Footwear
40	Superhouse Limited, Kanpur	Fashion Leather Shoes

The Consulate General of India, Cape Town organised a Networking Dinner on Feb.20, 2018 at Hotel Taj Cape Town wherein all the 40 participating companies and some prominent South African Buyers attended the Dinner meet. The CGI welcomed the Indian Delegates and paved way for mutual business interaction.

The Buyer-Seller Meet was inaugurated on Feb.21, 2018 by Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government and His Excellency.



Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government speaking at the inaugural event

INTERNATIONAL

Shri. Abhishek Shukla, Consul General, Consulate General of India, Cape Town in the presence of Shri. Javed Iqbal, Regional Chairman, Council for Leather Exports, Central Region along with other Member Participants.

Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government and His Excellency. Shri. Abhishek Shukla, Consul General, Consulate General of India, Cape Town emphasized on the untapped market potential of South Africa and assured to extend necessary support to further enhance India-South Africa Trade Relations in Leather Sector.

On behalf of Council for Leather Exports, Shri. Javed Iqbal, Regional Chairman, Central Region extended sincere thanks to Hon'ble Minister of Finance, Western Cape Government for his precious time and for inaugurating the BSM. The Regional Chairman specially thanked the Consulate General of India, Cape Town for its kind support and guidance towards organising the BSM in South Africa successfully year after year and wished all the Participants fruitful business meetings.

IMPORT DUTY- Many of the Participants informed that the Import Duties levied for leather products in South Africa are presently high and requested necessary intervention from the Council for reducing the same which would facilitate further increase in India's export of leather products to South Africa in the near future. In this regard, Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government, Cape Town requested the Council to submit a Representation for reduction in import tariff in South Africa, through proper Channel to place the same in the Parliament of South Africa for consideration. The Council is addressing this issue.

Council's Information Booth:

The Council coordinated the



Business Visitors at the BSM Venue



Business Visitor at the CLE Stall

participation of 40 member exporters' in the said BSM and organized Council's information booth for dissemination of information on

Indian leather industry, CLE's publication i.e. Members Directory, Leather News India, Exhibitor's Profile Booklet and other necessary



Dr. Ivan Meyer, Hon'ble Minister for Finance, Western Cape Government and His Excellency. Shri. Abhishek Shukla, Consul General, Consulate General of India, Cape Town along with Shri. Javed Iqbal, Regional Chairman, CLE-Central Region at the CLE Stand

information to the business visitors. Mr. E.L. Samson, Asst. Director, CLE, Chennai and Mr. Laiq Ahmed, AEPO, CLE, Delhi were present at CLE's information booth during the BSM

Conclusion:

The Marketing Agency M/s. Leaders in Trade Exhibitions, Cape Town undertook extensive Publicity and Buyer Mobilisation Campaign which included Advertisements in leading leather product magazines "Shoes & Views Magazine", E-mail and Print invites, SMS reminder campaigns targeting the database of 8000 buyers and a Press Release.

Based on the Publicity and Buyer Mobilisation Campaign undertaken by the Marketing Agency with the support of CGI, we had 262 attendees over the two day period. These include buyers from Cape Town, Port Elizabeth, Johannesburg, Durban, Pretoria as well. We had some excellent quality buyers attending mainly comprising of Importers, wholesalers, Department Stores, Brands and Buying Groups etc

Truworhs, The Foschini Group, Due South (TFG), Poetry Stores, Cape Union Mart, Queenspark, Woolworths, PEP Stores, Mr Price Sports, Miladys, Ackermans, Superbalist.com, Tekkie Town. Other important buyers from distributors, importers, wholesalers, manufacturers and agents included Kurgan Kenani Leather, Ivor Cohen Agencies, Barker Footwear, MTL Trading, Jordan, Skye Distribution, A Greenaways, Hi-Tech Distribution, Chamberlain Phipp, etc.

As per the feedback received from Member Exporters, around 292 business meetings were held during the two-Day BSM with Potential South African Buyers. Though some of the participants received some spot business, overall, the participants are anticipating sizeable business in the near future. The Participants have informed that South Africa is relatively an untapped market and CLE has to continue its marketing efforts to further increase our share. Some of the South African Buyers have informed that the Buyer-Seller Meet is a good platform for sourcing leather & leather products from India wherein a wide range of quality leather products matching their market requirements were displayed.



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