

CLE Participation in the MOSSHOES-MOSPEL Fairs held@ 'Crocus Expo', Moscow, Russia during March 13-16, 2018

About the Fair

MOSSHOES is the leading footwear exhibition in Russia. Launched in 1997, the fair is now into its 19th year. The fair receives visitors from Russia, neighboring countries and far abroad. It has become one of the biggest footwear exhibitions in Eastern Europe, and is held four times a year. The Fair has evolved continuously with display extending to Accessories and Raw Material, Components & Machinery. Leather Goods/Accessories are being displayed along with Footwear in MOSSHOES and also in a concurrent show i.e. MOSSPEL Fair.

CIS Countries – import potential for Leather and Leather Products

Commonwealth of Independent States (CIS) is a regional organization which was created in December 1991 by the former Soviet Republics. At present the CIS member States are; Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine.

CIS Countries imported footwear and leather products worth USD 6.8 billion during 2012-13 and has been reduced to USD 4.8 billion in 2016-17. India exported footwear and leather products worth USD 59.11 million in 2016-17, accounting for a share of 1.21% out of the total import by CIS Countries. Out of CIS Countries total leather import trade, the share of various product categories is as under:-

- Finished Leather - 13%
- Footwear (leather and non-leather) – 72%
- Footwear Components – 6%
- Leather Garments – 2%
- Leather Goods & Accessories – 7%
- Saddlery & Harness – 0.18%



Mr. Mukhtarul Amin, Chairman, CLE, Mr. S. Inbasekhar, Counsellor (C&E), Embassy of India, Moscow, Mr. Javed Iqbal, Regional Chairman-CR, CLE and other dignitaries, jointly inaugurating 'CLE India Pavilion'

RUSSIA is the potential Country importing leather and leather products from India, accounting for 87% of India's export to CIS countries. A few synopsis of import potential of leather and leather products by Russia is given below:-

- Russia is the 15th largest importer of leather and leather products in the world.
- Russia's import of footwear and leather products has declined from USD 4761.08 million in 2012-13 to USD 2678.75 million in 2016-17.
- Footwear, both leather and non-leather is the major item of import in Russia. Footwear alone accounts for about 83% of total import of leather products by Russia.

- Leather Goods and Footwear Components are the other major items of import.

India-Russia Leather Trade

Despite the declining trend in the global import of Russia, India's exports of footwear and leather products to Russia has increased from USD 28.63 million in 2012-13 to USD 51.59

million in 2016-17, growing at a CAGR of 15.86%. Out of Russia's total leather import trade, India presently accounts for a share of 1.93%. India's major item of export to Russia are Footwear (USD 15.66 million), Footwear Components (USD 14.81 million), Finished Leather (USD 12.14 million) Leather Garments (USD 7.55 million) and leather goods and accessories (USD 1.36 million). It is pertinent to mention that India accounts for a share of 30.47% in the total import of finished leather by Russia, 12.40% in footwear components, 11.28% in leather garments, 1.08% in Saddlery & Harness and around 1.40% in Footwear.

CLE participation in the MOSSHOES-MOSPEL Fairs (March, 2018)

Council for Leather Exports (CLE) organized group participation of the following 45 member-companies in the MOSSHOES-MOSPEL Fairs held @ 'Crocus Expo', 3 Pavilion, Hall No. 17 & 18, Moscow, Russia during March 13-16, 2018, with the financial assistance of Government of India, Ministry of Commerce & Industry under Market Access Initiative (MAI) Scheme:-

S. No.	Name of the Company	Place	Booth No
1	Aadhil Leather Exports	Chennai	A14
2	AFPL Global (P) Ltd	Kanpur	F55
3	AKI India Pvt. Ltd	Kanpur	F46
4	Alfa Impex tanning Industries	Chennai	F49
5	Amin International	Kanpur	A16
6	Antak Agencies International	Delhi	A11
7	Ashford Laboratories Pvt. Ltd	Mumbai	A12
8	Ayman tanning Company Private Limited	Kolkata	A17
9	Daata Leather Exports	Kanpur	F60
10	Deepak Impex	Agra	F47
11	Discovery Leathers Pvt. Ltd	Delhi	A13
12	Filk Merchandising	Delhi	A31
13	G.A Jolli	Chennai	F51
14	Halcyon Footwear Pvt. Ltd	Chennai	F43
15	Hijaz Kuroda Gloves Company Pvt. Ltd	Chennai	A25
16	HKHR International	Agra	F52
17	JK Footwear Pvt. Ltd	Mumbai	F50
18	Le Mak Exports (P) Ltd	Kanpur	F59
19	Leatherman Fashion Private Limited	Kolkata	A19
20	Leder Pointe	Chennai	A21
21	Letraco Kid Leather	Chennai	B66b
22	R.S Lederwaren Pvt. Ltd	Kolkata	A29
23	Mahfooz Exports	Kanpur	B66a
24	MSN Leather Company Private Limited	Chennai	A18
25	Naaz Exports (P) Ltd	Kanpur	F58
26	Nano Overseas	Delhi	A23
27	Nibras & Co	Chennai	F40
28	Orchid Tanning Company	Chennai	B66
29	Pakkar Leather Export Co	Chennai	A20
30	Paramount Leather Corporation	Vaniyambadi	F56
31	Potissimus Arrow Shoes Pvt. Ltd	Ranipet	F33
32	Prachi Leathers (P) Ltd	Kanpur	F57
33	Prits Leather Exports Pvt. Ltd	Delhi	A10
34	Ram Fashion Exports	Mumbai	F53
35	S.S. International	Delhi	A15
36	Sahil International	Mumbai	A26
37	Sarup Industries Ltd	Jalandhar	F41
38	Sarvatma Impex Pvt. Ltd	Delhi	F48
39	Shibaam Polymers	Bangalore	D54
40	Siddharth Footwear Exports Pvt. Ltd	Delhi	F35
41	Skin N Stitch Pvt. Ltd	Kolkata	A27
42	Super Shoes Limited	Kanpur	F45
43	Superhouse Limited	Kanpur	F41a
44	Versatile Enterprises Pvt. Ltd	Delhi	B68
45	Vetiypuri Shoes	Chennai	F31

“CLE India Pavilion” @ MOSSHOES-MOSPEL Fairs (March, 2018)



For the first time, such a large contingent of 45 member companies (including 21 from footwear segment,

18 from leather accessories segment and 6 from leather and footwear

components segment) displayed their latest collections in the event.

Inauguration of “CLE India Pavilion”

The “CLE India Pavilion” @ MOSSHOES-MOSPEL was inaugurated at 12.00 noon on 13/03 jointly by Mr. Mukhtarul Amin, Chairman, CLE, Mr. S. Inbasekar, Counsellor (Economic & Commerce), Embassy of India, Moscow Mr. Javed Iqbal, Regional Chairman-CR, CLE, Mr. R. Ramesh

Kumar IAS, Executive Director, CLE in the presence of Indian participants and Russian business visitors and buyers.

Mr. R. Ramesh Kumar IAS, Executive Director, CLE, welcomed the dignitaries present on the occasion and given a brief about CLE’s participation in the MOSSHOES-MOSPEL Fairs. He informed that Russia is a potential market for Indian

footwear and leather products and our exporters are keenly interested to enhance trade relationship with their Russian counterparts. Executive Director, CLE, further stated that under the able leadership of CLE Chairman Mr. Mukhtarul Amin, Council is undertaking a number of export promotion activities and promoting trade between India and Russia in the leather sector is top on the Agenda.

Inauguration of “CLE India Pavilion”





Mr. Mukhtarul Amin, Chairman, CLE in his key note address thanked the Hon'ble Ambassador of India and the Officials in the Embassy of India, Moscow for providing all necessary assistance to CLE for a successful participation. Mr. Amin informed that India's export of leather and leather products to Russia has increased from USD 28.63 million in 2012-13 to USD 51.59 million in 2016-17, growing at a CAGR of 15.86%. A few decades ago in the Nineteen Eighties, Russia was the prime market for Indian leather products and footwear. Our two countries have historically had strong economic and trade ties – Russia remains a key focus market for the Government of India and the CLE for trade promotion efforts, Chairman, CLE informed. While talking about enhancing trade relationship between India and Russia in the Leather Sector, Chairman, CLE informed that CLE is leaving no stone unturned for promoting our trade to Russia and in this direction, Council had organized a Symposium on "Fostering India-CIS Trade Ties in the Leather and Footwear Sector" in New Delhi, India in the month of April, 2017. Senior Officials from the Embassy of the Russian Federation in India and various Departments of Govt. of India were participated in the programme.

Chairman, CLE also thanked Government of India for extending

financial support under Market Access Initiative (MAI) Scheme for participation in this fair, which helped our Small and Medium Enterprises to showcase their products in this fair. Mr. Amin placed on record the sincere efforts made by the Fair Organizers for making the participation successful. He welcomed the buyers and business visitors to CLE India Pavilion and wished fruitful business to the participants.

Mr. S. Inbasekar, Counsellor (Commerce & Economic), Embassy of India in his address stated that the requirements of Russian customers are peculiar in nature and they are very much fond of the branded products of high quality. Entering into the Russian market and to sustain here is a long process and we can't expect immediate results out of our participation. Council should continue the participation in this fair atleast for 3-4 consecutive times in order to have an impact among the Russian customers. Understanding the needs of customers is important to enter into any market and Russia is also not a different one. He expressed happiness that this time, Indian exhibitors have not faced much difficulty in clearance of their product samples at Moscow Customs. Mr. Inbasekar offered all kind of support to the Council and Indian exhibitors in their efforts to penetrate in to the Russian market and wished all success to the participating companies.

Mr. Vladimir Krupochkin, Development Director, MOSSHoes Fair authorities also addressed the participants. Mr. Javed Iqbal, Regional Chairman-CR, CLE offered Vote of Thanks on the occasion.

Meetings held during MOSSHoes-MOSPel Fairs

On the sidelines of the fair, Mr. Mukhtarul Amin, Chairman and Mr. R. Ramesh Kumar IAS, Executive Director, CLE had attended meetings with potential Consultants, representatives of Leather Industry Associations, Suppliers of raw-materials, Fair Organizers and also with the trade magazines and journals.

Meeting with Potential Consultants

Chairman, and Executive Director, CLE had discussions with 6 potential Consultants, for exploring possibilities for availing their services to outreach to the Russian buyers. The Consultants shared their experience and expertise in dealing with the Russian buyers as well as Indian companies and provided inputs on market trends and the requirements of Russian customers. The general opinion derived out of such discussion was; as a first step, CLE should conduct a Study on Russian market and the opportunities existing. The Consultants were advised to send their Business Promotion Plans to CLE for consideration.



Meeting with Potential Consultants @ MOSSHOES

Meeting with MOSSHOES-MOSPTEL Fair Authorities

A meeting was held with Ms. Tatiana Ozimuk, Executive Director, Mr. Vladimir Krupochkin, Development Director and Ms. Ellina, for reviewing CLE participation in the current edition of the fair and also for discussing about future participations. The points discussed and agreed by the Fair Organizers were;

- From the next edition onwards, MOSSHOES Fair Organizers will give a prominent location for CLE India Pavilion, as suggested by the member-participants.
- MOSSHOES Fair Organizers will engage a good Customs Clearing Agent, at a reasonable cost, for hassle-free clearance of the product samples of Indian exhibitors.
- MOSSHOES Fair Organizers will provide the list of Russian buyers/ Brands/Retailers to the Council, well in advance, for inviting them to visit CLE India Pavilion, from next edition onwards.
- MOSSHOES Organizers will be planning their visit to India, for promoting their event at various leather clusters. CLE will coordinate their meetings with Indian companies.

- MOSSHOES Organizers will also mobilize potential buyers/retailers from Russia to attend the RBSM proposed to be organized by CLE in New Delhi in the month of September, 2018.

- MOSSHOES Organizers has also accepted CLE's plea to provide complimentary stalls to 3 Indian companies in the next edition CLE is participating, who could not exhibit their products in the current edition due to Customs problems in Moscow.

Meeting with Hon'ble Ambassador of India & Other Officials in the Embassy of India, Moscow

Chairman, CLE, Mr. Mukhtarul Amin and Executive Director Mr. R. Ramesh Kumar IAS had a meeting with H.E. Mr. Pankaj Saran, Honble Ambassador of India to Russia, Mr. G. Balasubramanian, Deputy Head of Mission, Mr. S. Inbasekar, Counselor (Economic & Commerce), Mr. George Thomas, Second Secretary (Commerce) and other Officials in the Embassy of India regarding Council's export promotion initiatives in the Russian market. The gist of discussions and decision taken are given below:-

- As requested by Chairman, CLE, Hon'ble Ambassador of India and Deputy Chief of Mission has agreed to

commission a Study on the 'Russian market and the Opportunities available for the Indian Exporters of Footwear and Leather Products' from the funds available with the Embassy for such initiatives.

- Embassy of India has also agreed, in principle, for setting up of 'Leather Desk' in the Mission, for helping the exporters of footwear and leather products from India to enter into Russian market and also for doing business.

- Embassy of India has also informed that they had recently opened a Customs Assistance Desk in the Embassy and Indian exporters can avail benefit out of it.

- It was suggested that CLE should explore possibilities for exhibiting in the International Military-Technical Forum "Security Week Russia" to be held during August 21-26, 2018 and Embassy of India has provided all details about the Exhibition.

- Embassy of India has also introduced the representative of Moscow Chamber of Commerce to the Council's Office Bearers and discussions were held with regard to availing their services for doing business with Russia.



Meeting with H.E. Shri Pankaj Saran, Hon'ble Ambassador of India & other Officials in the Embassy of India, Moscow

Meeting with National Shoe Union of Russia

A meeting was held with Ms. Demidova Natalia, General Director and other Office Bearers of National Shoe Union (NSU) of Russia on the sidelines of MOSSHOES-MOSPEL Fairs. The Office Bearers of NSU informed that business with China is coming down and they are looking for alternate sourcing destinations and India is in their favorite list. In order to explore enhancing business cooperation, as a first step, 5-6 members of the Union may be visiting India shortly for studying the market and also to meet the Indian exporters of footwear at various centers.

Meeting with Russian Tanning & Shoe Union

Another meeting was held with the Office Bearers of Russian Tanning & Shoe Union (RTSU). They reported that many of their Tannery units are supplying raw materials to the Indian manufacturers of footwear and leather products and they are keenly interested to enhance business cooperation between two Countries in the Leather Sector. RTSU representatives requested CLE to provide an up-dated list of shoe manufacturers in India for business interaction. Chairman, CLE invited them to visit the India International Leather Fair (IILF) Chennai in January 2019. Chairman,



Meeting with Ms. Demidova Natalia, General Director and other Office Bearers of National Shoe Union (NSU) of Russia

CLE had also discussion with the representatives of Russian Leather, a big Tannery situated 150 kilometers away from Moscow.

Dinner hosted by MOSSHOES-MOSPEL Fair Organizers

In honour of the Indian participants, as a goodwill gesture, the MOSSHOES-MOSPEL Fair Organizers hosted a grand dinner on 14/03 in Life of Pie Restaurant, Moscow. More than 80 persons attended the event. Apart from the representatives of participating companies from India, a few Russian delegates also attended the programme. Chairman, CLE and the Development Director of MOSSHOES-MOSPEL Authorities addressed the gathering.



Meeting with Shoes Magazine

Chairman, CLE had an interaction with Ms. Yuna Zavelsaka, Editor in Chief of Shoes Magazine, Moscow. Shoes Magazine is a B2B magazine for Russian Footwear and Leather Goods Industry. Chairman, CLE had provided an overview of Indian Leather Industry and its inherent strength. Details



Chairman, CLE interacting with the Editor-in-Chief of Shoes Magazine

about Council's proposed RBSM to be held in New Delhi in the month of September, 2018 were also given to the magazine. They requested CLE to provide complete details about the RBSM so that they can publish in their magazine for information of the Russian buyers and retailers.

CLE Information Booth

In order to assist the member-participants for their participation

in the March, 2018 edition of the MOSSHOOES-MOSPEL Fairs, CLE had set up and 'Information Booth' in Hall No. 17 of the exhibition venue. Mr. Vijaya Kumar. C, OSD and Mr. A. Poorjan, Asst. Export Promotion Officer from CLE managed the CLE India Pavilion and coordinated various meetings and participation of the member-companies, with the help of 5 Interpreters engaged by the Council. CLE's publications and publicity

materials were displayed at the Information Booth and information on Indian leather industry were given to the visiting buyers and business visitors.

Buyer turnout and Business outcome

Buyer turnout on the first and last day of the Fair was comparatively low. CLE India Pavilion got respectable number of buyers on the 2nd and 3rd day of the Fair. A few companies who participated in the Bags and Accessories Division got very good response during these two days. As compared to the Leather Goods and Accessories Pavilion, buyer movement was slow in the Footwear segment. As per the feedback form submitted by the member-participants, during the four days event, over 330 business meetings were held and a number of buyers who visited 'CLE India Pavilion' were quite serious in their business negotiations. Out of 41 companies who participated in the fair, 30 companies expressed their interest to exhibit again through CLE.



Chairman, CLE, Counsellor (Eco. & Com.), Embassy of India, Moscow and other dignitaries @ CLE Information Booth.