

# Shoes & Leather 2018 – Vietnam

11 – 13 July, 2018, Ho Chi Minh City, Vietnam



*Inauguration of 20th International Shoes & Leather Exhibition*

The 20th SHOES & LEATHER – VIETNAM 2018 was held in the Saigon Exhibition & Convention Centre (SECC), Ho Chi Minh City, Vietnam. It is well-known as the most significant fair in the ASEAN countries. The exhibition areas were expanded to a new high record, occupying a total area of 15,000 sqm grow with over 600 exhibitors from 29 countries and regions (namely: Argentina, Australia, Bangladesh, Brazil, China, Colombia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Macau, Malaysia, Netherlands, New Zealand, Pakistan, Russia, Singapore, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Kingdom, USA and Vietnam) to participate the exhibition. There were 11 national pavilions, came from Brazil, China, Germany, Hong Kong, India, Pakistan, Italy, Taiwan, Thailand, and Vietnam in “SHOES & LEATHER – VIETNAM 2018”

Within the total of six profiles, Machinery (footwear, tanning & leather goods), shoes material and leather & tannery are the majority exhibit profiles.

The fair had provided an excellent platform for exhibitors to showcase

their latest trendy, fashionable footwear, leather goods and accessories collection; of which mainly for ladies shoes followed by men's shoes, children shoes and small leather goods. Exhibitors are of the view that Vietnam is a high business potential for domestic market as well as a centre point spearheading up to the ASEAN countries, European countries and South American countries.

The Council for Leather Exports participated in the fair with 30 member with grant under Market Access Initiative Scheme (MAIS) of Department



*Dr. Srikar Reddy, Consul General of India, shaking hands with the Governing Body of LEFASO during the inauguration of the Fair*

of Commerce. The participation was aimed at enhancing export promotion, soliciting investment and promoting the image of the country's leather and footwear industry. Dr. Srikar Reddy, Consul General of India, Ho Chi Minh City provided all necessary support for successful organization of India Pavilion in the Fair. He visited the fair and interacted with each and every Indian Participant and encouraged them and ensured all kinds of support to increase the exports from India to Vietnam.

## Vietnam – India Leather Trade

Footwear and bags are among the Vietnam's key export items, fetching US\$17.96 billion in the Year 2017. They are expected to reach to US\$19.50 billion this year. India and Vietnam are stood 2nd and 3rd after China in world Footwear Production. Vietnam stood 2nd in world footwear exports with a share of 7.4% where as India stood 6th with 1.7% in world footwear exports. India supplied leathers to Vietnam worth of US\$ 92 million in the year 2017 after China, Italy, Korea, Taiwan, Thailand and Brazil.

The 20th International Shoes & Leather Exhibition is a great opportunity for Vietnamese and Indian leather businesses to meet, talk, and

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share information about each country's market, as well as to find partners, boost exports, and expand markets.

Footwear is an industry of great interest for the Indian Tanneries and Finished Leather Suppliers. As a country with remarkable success in footwear and leather, India hopes to partner Vietnamese businesses to improve product quality and enhance cooperation between both the Countries.

### Conclusion:

The Indian Participants were able to attract good number of customers to their booths this year and got very good response from the Business meetings held. Apart from the New Customers, they showed their new collections and samples to their existing customers out of which they are expecting more business. The participants are very much positive expecting good volume out of this Participation.

Though there was tough competition from Brazil and Italy pavilions, the Indian Pavilion attracted sizeable crowds and well received by the visitors with steady footfall. The feedback given by the Indian participants is encouraging and expressed their gratitude to the Council for organizing such an event in most professional way and assured to participate in the fair next year scheduled to be held on July 10-12, 2018 and requesting for more booths. The 3 day fair had concluded with a happy note with more footfalls on the last day and great response from the clientele.

## CLE INDIA PAVILION IN THE FAIR

