

CLE BSM in Footwear and Leather Fair, Australia, Nov 20-22, 2018

Report by Debasis De, Regional Director, CLE and K SreeLatha, Export Promotion Officer, CLE



CLE has participated in the CLE BSM in Footwear and Leather Fair, Australia, Nov 20-22, 2018 with 30 companies under the MAIS assistance of Government of India. The fair organizer, M/s International Exhibition and Conference Group, Australia had undertaken the publicity and marketing activities including stand construction for the CLE India Pavilion.

India – Australia Leather Trade

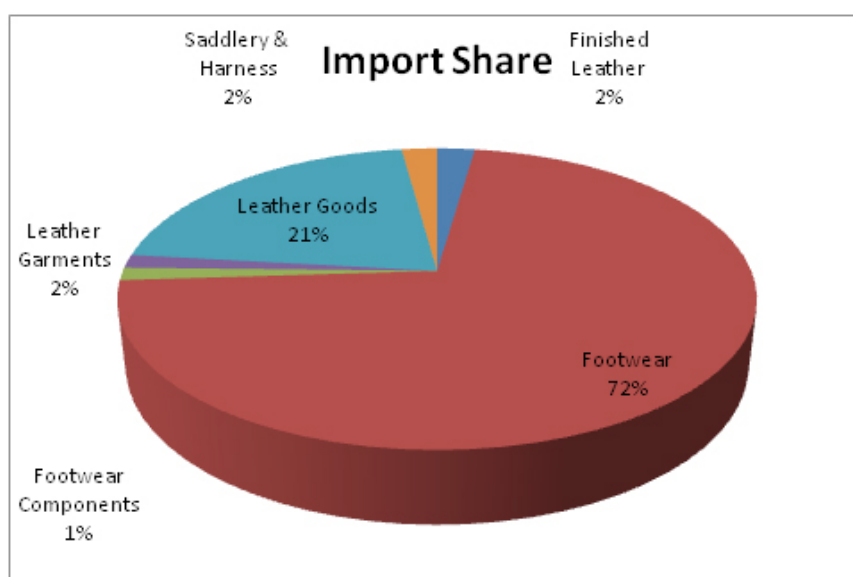
I. Australia Import Potential:

Australia is the 19th largest importer of leather & leather products in the world and 14th largest importer of leather & leather products from India.

Australia’s import of leather and leather products has increased from

US\$ 20.79 billion in 2013 to US\$ 22.84 billion in 2017, growing at a CAGR of 2.38% in the five year period from 2013 to 2017.

Out of Australia’s total leather import trade, the import share of various leather product categories are as under:



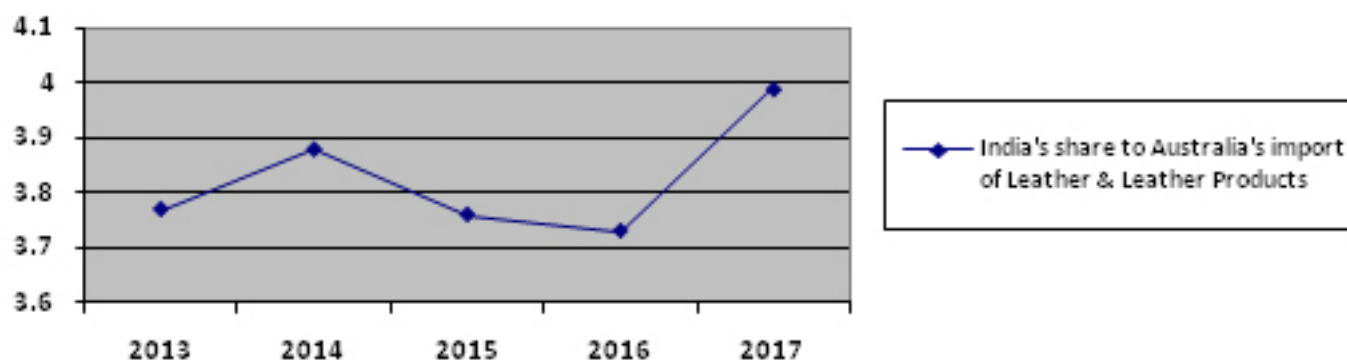
A Statement showing India's export of leather and leather products and its share during 2013 to 2017 is given below:

**AUSTRALIA'S IMPORT OF LEATHER & LEATHER PRODUCTS
AND INDIA SHARE - 2013 - 2017**

(Value in Mn US\$)

DETAILS	2013	2014	2015	2016	2017
Leather					
Import	77.78	88.80	94.53	54.77	52.27
India's Export	1.87	1.89	1.87	1.46	1.72
% Share of India	2.40%	2.13%	1.98%	2.67%	3.29%
Leather Footwear					
Import	789.03	821.36	806.92	790.53	796.34
India's Export	23.02	21.96	24.28	23.30	25.00
% Share of India	2.92%	2.67%	3.01%	2.95%	3.14%
Footwear Components					
Import	27.46	29.86	30.17	29.21	30.97
India's Export	0.62	1.28	0.60	0.66	1.22
% Share of India	2.26%	4.29%	1.99%	2.26%	3.94%
Leather Garments					
Import	37.24	36.47	33.09	33.83	32.63
India's Export	5.40	5.81	4.88	4.55	5.75
% Share of India	14.50%	15.93%	14.75%	13.45%	17.62%
Leather Goods					
Import	370.79	405.60	414.93	446.84	481.36
India's Export	36.72	42.37	43.12	42.40	46.58
% Share of India	9.90%	10.45%	10.39%	9.49%	9.68%
Saddlery & Harness					
Import	41.68	46.21	43.72	46.88	48.95
India's Export	10.50	11.22	9.88	10.05	10.72
% Share of India	25.19%	24.28%	22.60%	21.44%	21.90%
Non Leather Footwear					
Import	735.05	754.54	827.96	815.05	842.01
India's Export	0.17	0.15	0.08	0.24	0.17
% Share of India	0.02%	0.02%	0.01%	0.03%	0.02%
Total					
Import	2079.03	2182.84	2251.32	2217.11	2284.53
India's Export	78.31	84.68	84.71	82.66	91.16
% Share of India	3.77%	3.88%	3.76%	3.73%	3.99%

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



- As per the above statement, **India accounts for a share of 3.99%** in Australia's total leather import trade of US\$ 2284.53 Million in 2017, providing ample scope to further enhance our exports to Australia.

- India's export of leather & leather products to Australia has increased from US\$ 78.31 mn in 2013 to US\$ 91.16 mn in 2017, growing at a CAGR of 3.87% in the last 5 years.

- Among the products of exports from India to Australia, Saddlery & Harness records highest share of 21.90%, followed by Leather Garments @ 17.62%, and Leather Goods at 9.68% in Australia's total import of Leather & leather products.

- India's exports to Australia has increased from US\$ 82.66 Million in 2016-17 to US\$ 91.16 Million in 2017-18, showing a remarkable growth of 10.28% in the last two year period.

- India is the Sixth largest supplier of Footwear to Australia next to China, Vietnam, Italy, Indonesia, Brazil.**

- India is the Fourth- largest supplier of Leather Goods and Garments to Australia next to China, Italy and France**

II. Import Duty

- Import Duty is 5% for Finished Leather, Leather Goods, Leather Garments and Saddlery items, and Footwear

About Footwear and Leather Fair, Australia

Footwear & Leather Show Australia is co-located with the International Sourcing Expo Australia and China

Clothing Textiles Accessories Expo. It is the Australia's dedicated trade-only international sourcing show for footwear and leather, held at Melbourne Exhibition and Convention Centre, Melbourne.

This provides a compelling destination for Australian and New Zealand

industry and buying professionals, with more than 700 exhibitors on display across the combined events.

Footwear & Leather Show Australia connects Australian and New Zealand trade buyers with a broad range of manufacturers and suppliers from across the globe.

CLE's Participation in the Leather and Footwear Fair, Australia, Nov 20-22, 2018

The following 30 companies participated in the Leather and Footwear Fair, Australia, Nov 20-22, 2018.

Sl.No	Company Name
1	Afsan Leather, Kolkata
2	AKI India Ltd., Kanpur
3	Avani International Pvt. Ltd., Agra
4	Avish Global, New Delhi
5	Bovini Frills LLP, Kanpur
6	Camac Leathers Pvt Ltd., Kolkata
7	Continental Leather Corporation, Kolkata
8	Deepak Impex, Agra
9	Exclusive Leder Accessories, Kolkata
10	Filk Merchandising, New Delhi
11	Flamingo Designs Pvt Ltd, Noida
12	Freedom Shoes LLP, Agra
13	H.K. Leather Innovation, Kolkata
14	I.A. Leather (India) Pvt. Ltd., Kanpur
15	Indishoe Company, Haryana

Sl.No	Company Name
16	Izaan Exports, Vaniyambadi
17	Kaurub Exports Ltd, Noida
18	Klodenex, Kanpur
19	MSN Leather Company Pvt Ltd, Chennai
20	N.M. Hashim & Co, Chennai
21	Nadeem Impex, Kolkata
22	Newage Leathers Pvt. Ltd, Noida
23	Perfect Shoe Fabric, Chennai
24	Promise Bags, Andhra Pradesh
25	R.S. Lederwaren Pvt. Ltd, Kolkata
26	Sayee Leathers, Chennai
27	Skin N Stitch Pvt. Ltd. Kolkata
28	Sliz Bags, Kolkata
29	Solanki Tanning Industries, Kanpur
30	Unique International, Kanpur

Meeting with Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne

Shri Mukhtarul Amin, Chairman, CLE met Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne at the Consulate office and thanked him for their kind support in organizing the BSM in the Footwear and Leather Show, Australia during Nov 20-22, 2018. During the discussion, Chairman, CLE briefed the Acting Consul General, about the market prospects of Australia and CLE's third consecutive participation in the Footwear and Leather Show, Australia.

Prior to the fair, the CLE Representatives along with Shri V K Singh, Under Secretary, Department of Commerce, Ministry of Commerce & Industry, Govt of India met Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne and updated him on the CLE's participation in the Leather and Footwear Fair, Australia. During the meeting, the Acting Consul General informed that Australia is a market with diversified range of importers ranging from large to small importers/retailers. The Retail Market in Australia has great potential and to name a few the Queen Victoria Market, Flinders Market and Chand Market. The leather goods sold here in these markets are of good quality with competitive prices, mostly manufactured in Australia.



Shri Mukhtarul Amin, Chairman, CLE meeting Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne on 20th Nov 2018

Shri V K Singh, Under Secretary, Department of Commerce informed the Acting Consul General that the event is held under MAIS assistance and requested for a report from the office of the Consulate to the Ministry.

CLE India Pavilion Inauguration on 20th Nov 2018



Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne, Shri V K Singh, Under Secretary, Department of Commerce, Ms Marie Kinsella, CEO, IEC at the inauguration

The fair started with the CLE India Pavilion inaugurated by Shri. Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne by a ribbon cutting ceremony on 20th Nov 2018 at 10.30 A.M. Ms. Marie Kinsella, CEO of the International Exhibition and Conference Group,



Shri V K Singh, Under Secretary, Department of Commerce and CLE Reps meeting with Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne on 19th Nov 2018

(IEC) Australia and Shri V K Singh, Under Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India were present during the inaugural ceremony.

Shri Rakesh Malhotra, Acting Consul General, Consulate General of India, Melbourne, Shri V K Singh, Under Secretary, Department of Commerce, Ms Marie Kinsella, CEO, IEC at the inauguration

Ms Marie Kinsella, CEO of IEC, Australia initiated the inaugural ceremony by welcoming the Indian

INTERNATIONAL

participants and by delivering a brief introduction about the Footwear and Leather Fair, Australia, Nov 20-22, 2018. The CEO stated that initially the fair began as International Sourcing Expo wherein it was a multiproduct show mainly textiles, jewellerys, footwear and leather products. Considering the demand, an exclusive Section for Leather and Footwear was organized for the past three years in the International Sourcing Expo. Now this is the third consecutive participation of CLE and she felt very happy to see the large number of Indian participants in this edition.

Shri Rakesh Malhotra during his inaugural speech stated that Australia is one of the potential markets which has both large importers as well as small retailers. The Indo-Australian relationship is good and developing into positive and friendly partnership. Indian leather products have its own place in the Australian market and the Indian manufacturer and exporter should make use of this trade scenario prevailing to expand their business prospects in Australia.

Shri V K Singh, Under Secretary, Department of Commerce during

his address, thanked the Acting Consul General's kind presence in the inaugural ceremony. The Under Secretary further stated that Australia is a potential growing market for Indian leather products and footwear and is happy to see a large number of participation in the CLE India Pavilion in the Footwear and Leather Show, Australia and wished all the participants to have a successful event.

The Acting Consul General along with the Under Secretary, Department of Commerce visited each stalls in the CLE India Pavilion and interacted with the exhibitors after the inauguration.

Interaction of Acting Consul General and Under Secretary, Dept. of Commerce with the participants



Marketing Activities :

The fair organizer has undertaken the following marketing activities towards ensuring maximum buyers footfall in the CLE BSM.

Media campaign

- Strategic media coverage of CLE's participation at the Footwear and Leather Show across international trade media, Australian trade media and Indian media based in Australia. To support this, two media releases have been distributed and media outreach has been undertaken to encourage and support publication. The media releases are as follows:

October 2018: Visitor numbers up 20 per cent at Australia's premier Sourcing Show

August 2018: India firms up footprint Down Under

The media releases and selected coverage achieved has been posted to the Footwear and Leather Show website. <https://www.footwearleathershow.com.au/media/news/>

- Article written on India and CLE and their importance in global and footwear trade for inclusion in trade media
- Ongoing engagement with media partners.
- In October we submitted an article to DFU Publications in relation to strong visitor registration numbers for the International Sourcing Expo and co-located Footwear and Leather Show Australia. The article included two paragraphs focussed on the CLE involvement and utilised the quote provided by the CLE chairman.
- In September, a pre-show report was submitted to Shoes and Accessories (Images Group) and this was published as a 5-page article in the magazine that month.
- The other media partner Textile Value Chain has published pieces generated by both media releases and details of CLE have been included each time.

Social media content

- A Facebook post encouraging visitors to the show to meet suppliers from India was published in late August. This post mentioned the CLE's participation and linked to the announcement media release.

<https://www.facebook.com/footwearleathershow/posts/273998876551117>

- A Facebook post encouraging visitors to discover quality suppliers of footwear and leather goods from India at the CLE pavilion is scheduled to be published in the week commencing 15 October.

Direct Mail

- The CLE BSM logo has appeared on direct mail communications (electronic and print) to potential exhibitors and visitors, specifically:

- 2 eDMs to the visitor database
- 3 sales eDMs to potential exhibitors
- 5000 postcards sent via post
- 11,000 trade invites sent via post

Website

CLE's participation in the Footwear and Leather Show is well documented on the show's website.

- CLE logo is listed under show

partners

- CLE logo appears on 'News' page
- Posts mentioning CLE in media announcements and coverage appear in the social media feed on the 'News' page

Print advertising

A full-page ad for the Footwear and Leather Show with the CLE logo listed as a partner has appeared in the following publications:

- Shoes and Accessories September 2018
- Shoes and Accessories October 2018
- Ragtrader, September 2018

A full-page ad promoting the CLE BSM appeared in Ragtrader, Australia's premier fashion trade magazine, in October 2018.

Chairman's Meetings with Key Buyers

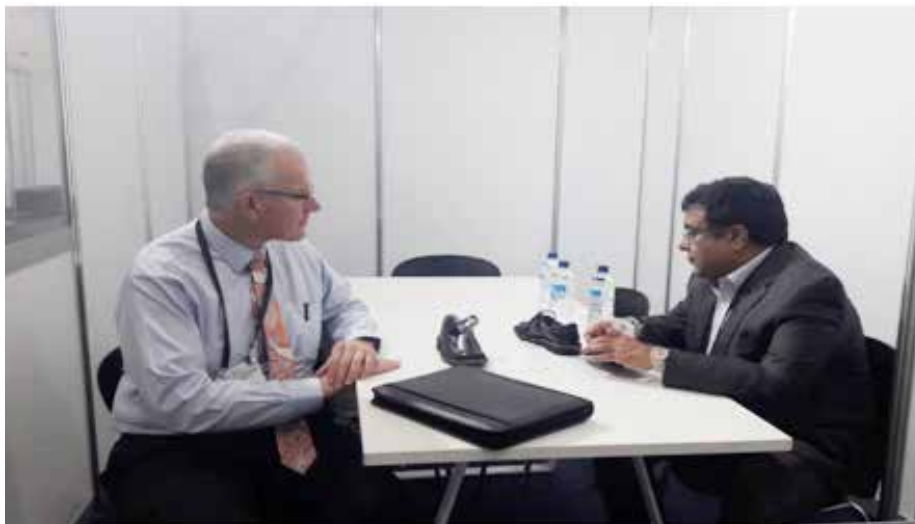
The fair organizer has arranged meetings with Key Buyers namely Robert Stewart, Director, Bob Stewart P/L, Rossi Boots on the first day of the fair which was attended by Chairman, CLE. Meeting was also scheduled with Ms Patty Huntington who is an Australian fashion business commentator to provide industry and trend insights to CLE.



Chairman, CLE meeting with Ms Marie Kinsella, CEO, IEC



Meeting with Rossie Boots



Meeting with Robert Stewart, Director, Bob Stewart.



Meeting with Ms Patty Huntington, Australian Fashion Business Commentator

Presentation by Chairman, CLE on 20th Nov 2018

The fair organizer had organized series of Seminars on the sideline of the fair. CLE was given the timeslot of 4.15 pm to 5.00 pm on the first day of the fair. Shri Mukhtarul Amin, Chairman, CLE made a presentation titled Indian Leather and Footwear Sector – A Global Sourcing Point. The CLE Film was played in the Seminar before the PowerPoint presentation.



Chairman, CLE making presentation in the Seminar

Welcome Function @ 5.15 pm to 6.00 pm on 20th Nov 2018

The fair organizer conducted a welcome function in the evening of the Day I of the fair wherein the CLE India Pavilion exhibitors were invited. Ms Marie Kinsella, CEO, IEC welcomed Chairman, CLE and thanked for his august presence in the welcome function. The CEO extended a warm welcome to all the Indian exhibitors in the CLE India Pavilion to the show. MrDavid Giles Kaye, CEO, Australian Fashion Council also welcomed and thanked the Chairman, CLE and the Indian participants for their participation in the Leather & Footwear Show. Finally, Chairman, CLE was requested to deliver a few words about the CLE participation in this edition of Leather & Footwear Show, Australia.

Chairman, CLE, in his brief speech stated that during our first



Chairman, CLE addressing in the welcome function



Chairman, CLE and the Under Secretary, DOC in the CLE information booth

participation, there were only around 10 participants, which grew to around 15 in the second edition and now in the third edition, we have 30 participants. This in itself is a proof that the Indian manufacturer exporters are now looking for alternate markets like Australia towards enhancing their exports.

Chairman, CLE also stated that he is happy over CLE's participation in the show and as per the feedback of the participants in the first day, the participants are quite satisfied with the outcome. He thanked the fair organiser for according Partner Country status to the CLE India in the Leather and Footwear Show, Australia, Nov 20-22, 2018.

CLE Information Booth

The CLE Information Booth was decorated with attractive posters and the CLE's publicity materials including the participants profile booklets were displayed. The CLE Film was also played in the information booth in all the three days of the fair.

B2B MEETINGS



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Participants Feedback and Business Turnout

The CLE BSM in Leather and Footwear Show, Australia, Nov 20-22, 2018 concluded with a positive feedback of the participants. It is reported that

260 Business Meetings were held during three days of the BSM. The fair organizer reported that there were around 3600 visitors attended the show. As per the feedback of the participants, the firm orders booked was US\$ 27050 and the future

expected order was US\$ 2638121, totaling to US\$ 2.66 million business generation and the participants expressed interest to participate again in the Leather and Footwear Show, Australia and wanted CLE to organize the next edition of the fair.



Think Leather
Think India

