

CLE joins the visit of Ministry of MSME Delegation to Italy, March 27-29, 2019

On the invitation of the Director General, Ministry of Economic Development, Italy, Dr. Arun Kumar Panda, Secretary, Ministry of MSME, Government of India has led a delegation to Italy for cooperation between India and Italy for promotion of MSMEs in both countries. The Indian delegation consisted of Shri Rakesh Kumar Rai, Director, Office of Development Commissioner, Ministry of MSME, Shri Pechimuthu Udayakumar, Director (P&M), National Small Industries Corporation (NSIC), Dr. Sanjeev Chaturvedi, Director, National Institute of MSME Hyderabad, Shri K Murali, Director, Central Footwear Training Insittutue (CFTI), Chennai, Shri Girish Luthra, Vice-President, Federation of Indian Chambers of Commerce and Industry, Shri Vinod Kumar, President, India SME Forum & Shri R Selvam, IAS, Executive Director, Council for Leather Exports (CLE). Shri C. Shyam Chand, IFS, Head of Commerce Wing, Embassy of India, Rome has accompanied the Indian

delegation and coordinated the visits.

As per the programme schedule, on 27.03.2019 in Rome, the Indian Delegation had a meeting with Ministry of Economic Development, Directorate General for Internationalization Policies and Trade Promotion, Government of Italy Ms. Paola Brunetti, Head of Unit, International Relations. Several industry/ business organizations which participated in the meeting include CONFINDUSTRIA (Confederation of Italian Industries), ITA (Italian Trade Agency), ABI, ALLEANZA DELLE COOP, CAN, CONFARTIGIANATO (Italian Confederation of Craftsmen and SMEs), Associazione Toscana-India. On the occasion, Shri R Selvam, IAS Executive Director, Council for Leather Exports (CLE), had made a power-point presentation highlighting the overview of the Indian Leather Industry, opportunities available for the buyers as well as investors, FDI policies of the Government of India,

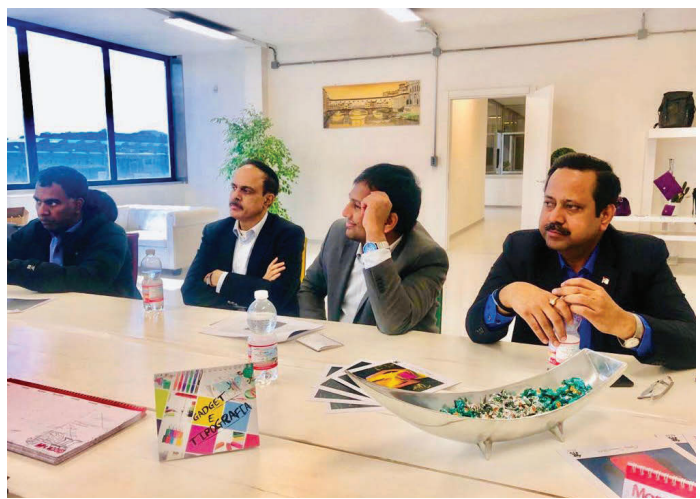
new clusters coming up in various parts of the country etc.

On 28.03.2019, the Indian Delegation has visited leather cluster in Scandicci (Florence). The delegation has visited SAPAF srl which is a high-end luxury handbags manufacturer. SAPAF was established in Florence in 1954 from a project developed by Silvano Calistri and his wife, Valdivia. The business, family-owned for three generations, is distinguished by exclusive leather accessories that are entirely handcrafted, and artisan expertise deriving from over 50 years of experience in the sector. Sapaf has adopted a production differentiation strategy, thanks to collaboration with famous international names, collection planning for Private Labels and their own line featuring the Sapaf 1954 trademark. In 1997, SAPAF together with 15 Tuscan firms created the "100% Italian Consortium" to promote and support local production, in contrast with production relocation strategy.

Meeting with Italian Government and Trade Agencies



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The Delegation visited another unit PROPEL srl, which is one of the leading companies in the leather processing sector in Italy. Mastery in craftsmanship and great experience in the knowledge of materials and processing techniques is the hall mark of Propel. Mr. Tiziano Colasante has been running the company for over 20 years always bringing forward the Made in Italy pride

thanks to his expertise that combines craftsmanship and technology. Propel counts among its customers most of the most prestigious Italian brands and some foreign brands that see Italian production as a plus for their commercial offer due to top quality standards. During the discussions, it was observed that both the above company does not want to expand

outside of Italy, and they are not interested for FDIs and Joint Ventures for manufacturing in India.

On 29.03.2019, the Indian Delegation visited food processing cluster in Bologna, and following day, visited University of Ca' Foscari, Government of Italy.

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