

India Leather Show, Dusseldorf, Germany February 19-20, 2019

*A Report by V. Samson, Asst Director, HO and
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Ms. Ruby Jaspreet, Consul, Consulate General of India in Frankfurt Inaugurating the India Leather Show

India - Germany Trade Relations:

Germany is one of India's most significant trading partners and India's largest trading partner in the European Union. Bilateral relations between the two countries are based on common principles of democracy as well as common views on international trade. The two countries share strong business and economic ties, which date back to the early 16th century. The relationship strengthened in the 1990s following India's economic liberalization, and received a major boost in 2015.

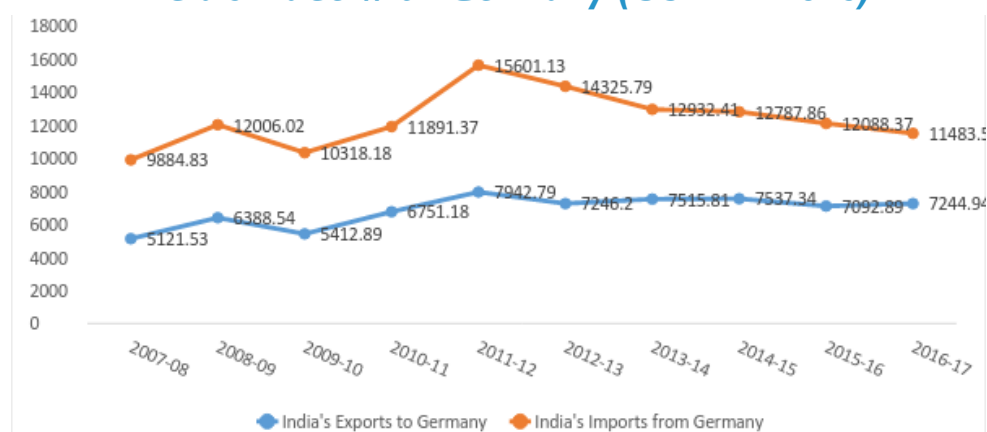
India and Germany have a "Strategic Partnership" since 2000, which has further strengthened with the Inter-governmental Consultation between the two governments, aimed at increasing cooperation and identifying potential areas of bilateral trade and investment.

India-Germany Trade in the Last Ten Years:

India's total trade with Germany increased from USD 15 bn in 2007-08 to USD 19.2 bn in 2015-16, reaching a peak in 2011-12 at USD 23 bn. Germany is currently India's sixth largest trading partner, with total trade standing at US\$ 18.73 billion in 2016-17.

India's exports to Germany increased from USD 5.1 bn in 2007-08 to USD 7.2 bn in 2016-17 accounting for 17.2% of India's total exports to EU countries. Indian exports reached a peak in 2011-12 with USD 7.9 bn. Indian imports from Germany increased from USD 9.9 bn in 2007-08 to USD 11.5 bn in 2016-17, accounting for 30.35% of India's total imports from EU countries.

India's Trade with Germany (USD millions)



Source: Dept. of Commerce, Government of India

Major Exports and Imports:

India's trade with Germany is well-diversified and composed primarily of manufactured products. Among India's top imports from Germany, machinery and parts (HS Code 84) occupied the leading position in 2016-17, accounting for 30% of the total. Other major imports included electrical machinery and equipment, medical equipment and parts, vehicles and parts, and plastic and articles.

India – Germany Leather Trade Scenario:

Germany stands as number one importing country of leather and leather products from India among all European Countries and one of the major importers of Leather and Leather Products in the world. A Statement showing Germany's Import of leather & leather products, India's Export and share during 2013 to 2017.

(Value in Million US\$)

DETAILS	2013	2014	2015	2016	2017
Leather					
Import	887.44	930.41	663.24	575.82	590.01
India's Export	34.53	31.36	26.4	23.95	21.58
% Share of India	3.89%	3.37%	3.98%	4.16%	3.66%
Leather Footwear					
Import	5023.40	5416.55	4858.99	4729.56	5138.97
India's Export	278.56	316.79	264.88	264.05	282.05
% Share of India	5.55%	5.85%	5.45%	5.58%	5.49%
Footwear Components					
Import	495.07	519.07	440.32	433.33	454.70
India's Export	64.28	62.10	47.18	52.21	61.65
% Share of India	12.98%	11.96%	10.71%	12.05%	13.56%
Leather Garments					
Import	469.26	518.55	423.24	366.16	351.30
India's Export	138.5	129.29	103.9	82.25	78.41
% Share of India	29.51%	24.93%	24.55%	22.46%	22.32%
Leather Goods					
Import	1336.17	1450.54	1345.61	1316.61	1366.05
India's Export	215.21	225.18	201.02	202.42	201.72
% Share of India	16.11%	15.52%	14.94%	15.37%	14.77%
Saddlery & Harness					
Import	134.82	163.31	145.75	147.13	154.89
India's Export	30.31	33.62	27.9	28.43	33.46
% Share of India	22.48%	20.59%	19.14%	19.32%	21.60%
Non Leather Footwear					
Import	4150.37	4928.62	5100.09	5501.50	6224.96
India's Export	2.16	2.34	2.92	4.06	5.54
% Share of India	0.05%	0.05%	0.06%	0.07%	0.09%
Total					
Import	12496.53	13927.05	12977.24	13070.11	14280.88
India's Export	763.55	800.68	674.20	657.37	684.41
% Share of India	6.11%	5.75%	5.20%	5.03%	4.79%

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

Major Trade Highlights on India-Germany Leather Trade:

- Germany's import of leather & leather products increased from USD 12.49 bn in 2013 to USD 14.28 bn in 2017 growing at a CAGR of 3.4%
- Out of Germany's import of leather & leather products, import of footwear (leather footwear & non-leather footwear) accounts for a share of 79.57%, followed by leather goods 9.57%, finished leather 4.13%, leather garments 2.46% and Saddlery & Harness 1.08%
- India's export of leather and leather products to Germany touched USD 684.41 mn in 2017-18 accounting for a share of 11.92% in India's total leather & leather products export of USD 5739.93 mn in 2017-18
- Out of India's total export of leather & leather products to Germany, export of footwear accounts for a share of 51.03%, followed by leather goods 29.47%, leather garments 11.46%, Saddlery & Harness 4.89% and finished leather 3.15%
- The European Union accounts for a share of 52% in India's total leather export trade. Out of this, nearly 12% is garnered by Germany.

Hence, considering the import potential and with the objective to further increase India's export of Leather Footwear, Leather Goods & Accessories and Leather Garments to Germany, the Council has organized the India Leather Show in Dusseldorf, Germany during Feb 19 & 20, 2019

Chart showing Germany's Import of Leather & Leather Products (2013-2017) - Billion USD

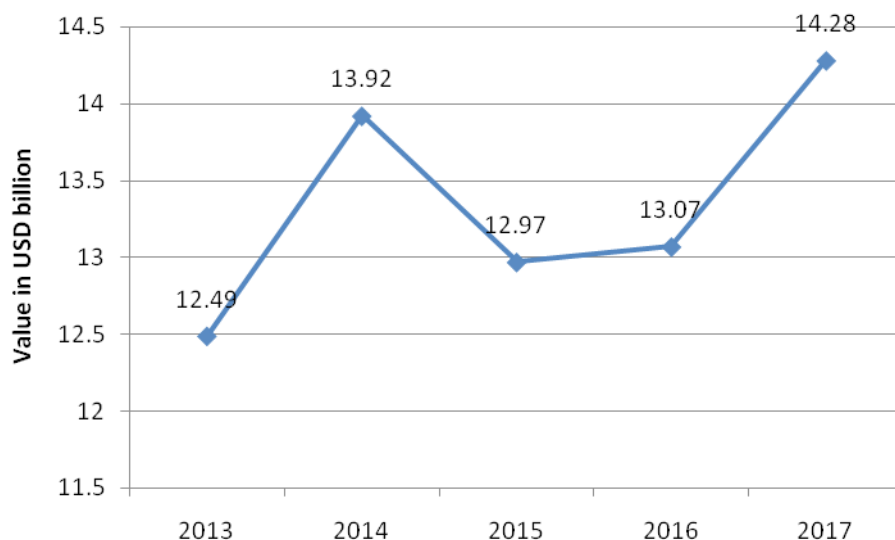


Chart showing India's Export of Leather & Leather Products to Germany (2013-2017) - Million USD

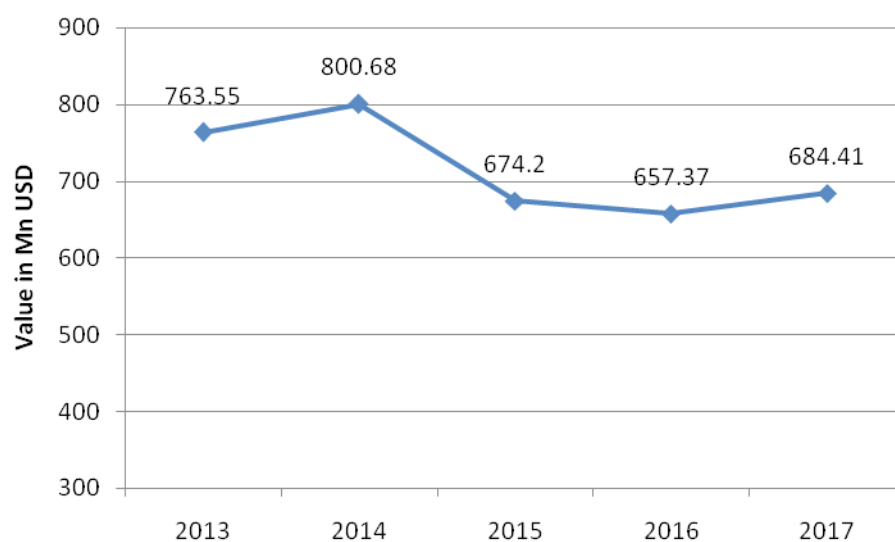


Chart showing major supplying countries of Leather Goods & Accessories to Germany

- The Major Supplying Countries of Leather Goods & Accessories to Germany are Italy 29%, China 17%, France 11% and Turkey 2%.
- India is the third largest supplier of Leather Goods & Accessories to Germany accounting for a share of 14.77% in Germany's total Leather Goods & Accessories Import Trade.

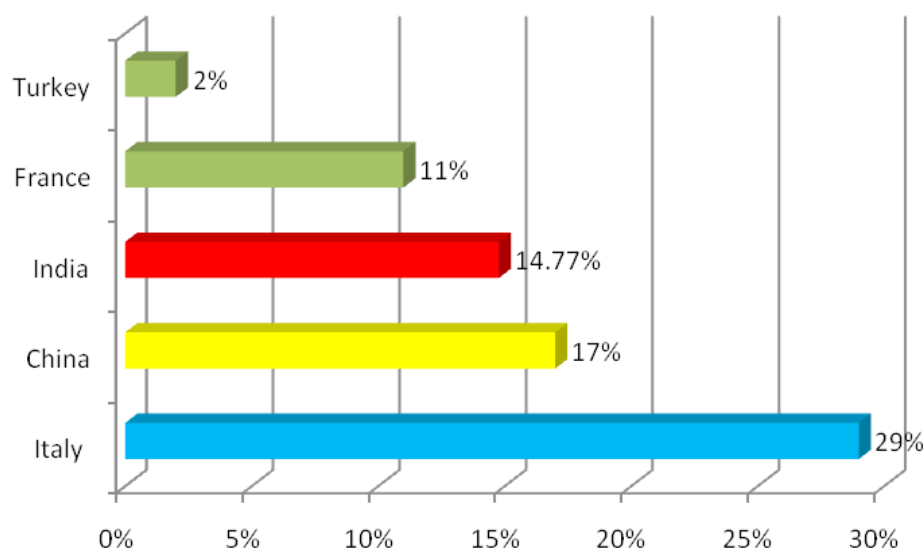


Chart showing major supplying countries of Leather Garments to Germany

- The Major Supplying Countries of Leather Garments to Germany are Pakistan 20%, Italy 13%, Turkey 8% and China 7%.
- India is the largest supplier of Leather Garments to Germany accounting for a share of 22.32% in Germany's total Leather Garments Import Trade.

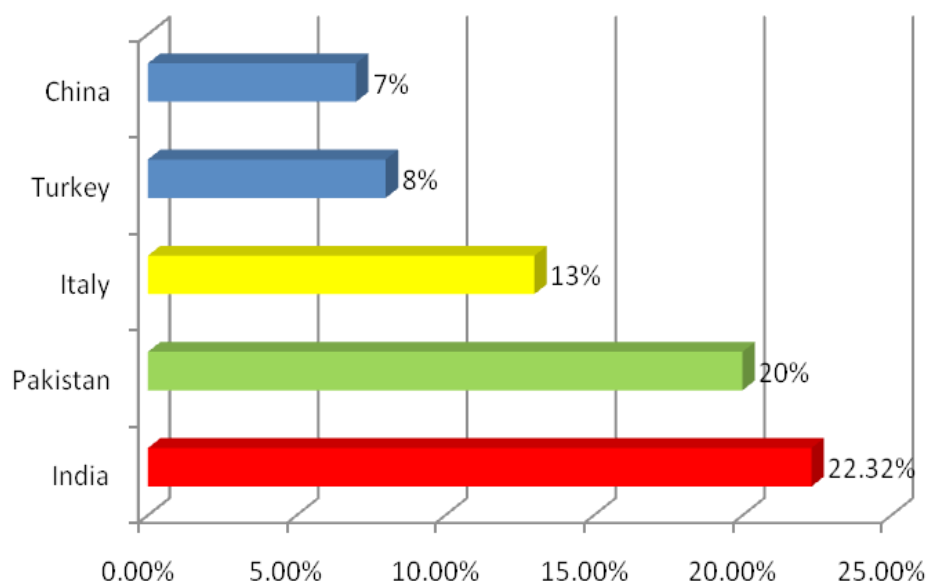


Chart showing major supplying countries of Leather Footwear to Germany

- The Major Supplying Countries of Leather Footwear to Germany are Italy 14.7%, Vietnam 13%, China 11.3%, Portugal 7.8%, India 5.49%, Indonesia 4.6%

Major Suppliers of Leather Footwear to Germany

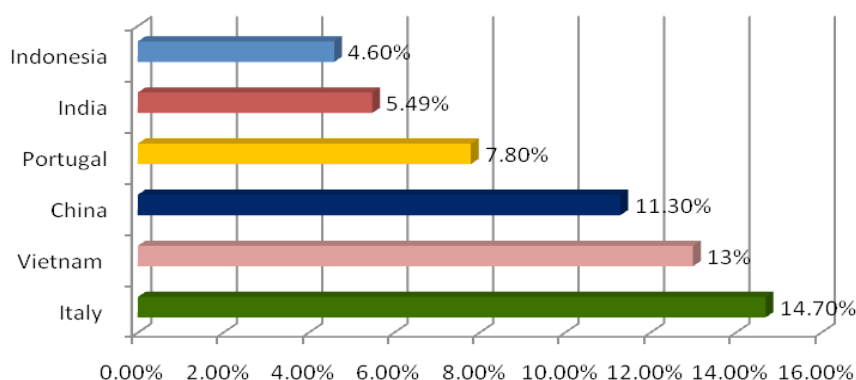
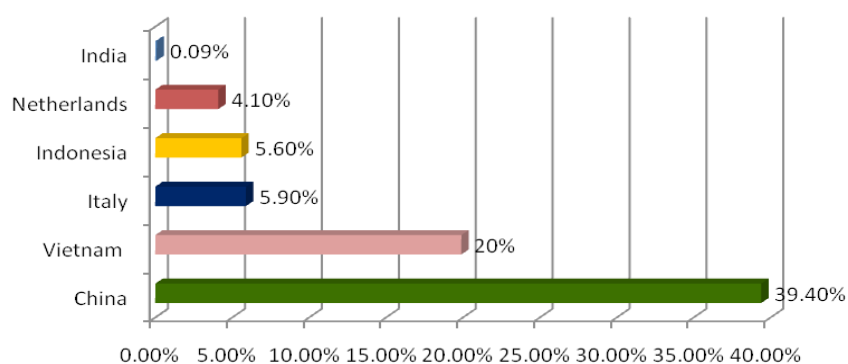


Chart showing major supplying countries of Non-Leather Footwear to Germany

- The Major Supplying Countries of Non-Leather Footwear to Germany are China 39.4%, Vietnam 19.9%, Italy 5.9%, Indonesia 5.6%, Netherlands 4.1%, India 0.09%

Major Suppliers of Non-Leather Footwear to Germany



India Leather Show, Dusseldorf, Germany

The India Leather Show for Footwear, Leather Goods and Leather Garments was organized by the Council in association Consulate General of India, Frankfurt at EuroModa Neuss, Dusseldorf, Germany on 19th and 20th February, 2019 with the funding support of Govt of India under Market Access Initiative Scheme.

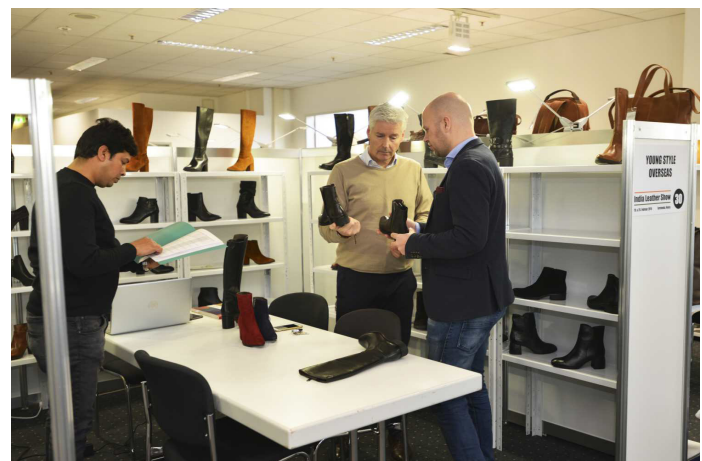
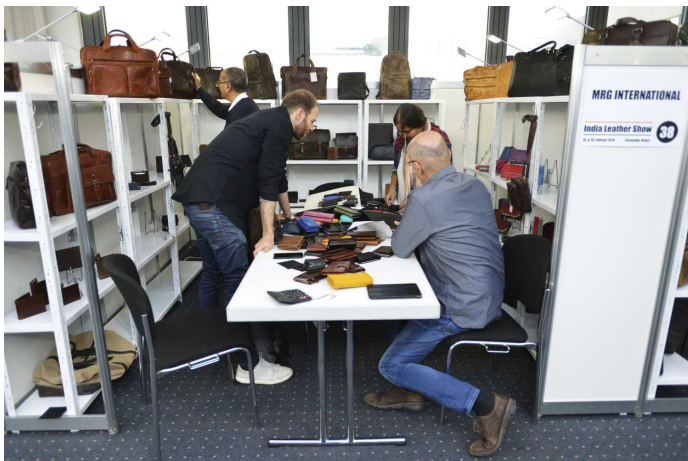


Shri Sunil Harjai, Member, COA, CLE welcoming Ms. Ruby Jaspreet, Consul, Consulate General of India in Frankfurt

This Event has promoted the Country brand image of India as a leading supplier of high quality Footwear, Leather goods & Garments. The India Leather Show, Dusseldorf, Germany was inaugurated by Ms. Ruby Jaspreet, Consul, CGI Frankfurt. Mr Sunil Harjai, COA Member- CLE and other members along with overseas buyers were also present during the inauguration. From the International Media, Schuh Mart and Schuh Courier visited the show and covered the Event.

After inauguration, Ms. Ruby Jaspreet, Consul visited the Stalls of all the Member Participants and provided valuable inputs on the scope for enhancing India-Germany bilateral Trade in Leather Sector. Mr. Debasis De, Regional Director-CLE-Kolkata and Mr. E.L. Samson, Asst Director, CLE-HO coordinated the Member participation in the said Event.

BUSINESS MEETINGS AT THE SHOW



42 companies from all over India had participated in the India Leather Show and displayed their latest collection of Footwear, Leather Goods and Leather Garments. In addition to their specified requirements, each company was provided with a fully constructed stand with name board, display shelves, adequate lighting and furniture. A registration desk at entry point and CLE information desk with display of publicity materials and publicity posters was organized.

Ms Ruby Jaspreet, Consul, Consulate General of India, Frankfurt, Germany and Mr Sunil Harjai, COA Member-CLE and other Member participants along with overseas buyers at the inauguration ceremony of the India Leather Show



Ms. Ruby Jaspreet, Consul, Consulate General of India in Frankfurt with the participants



A view of stands

List of 42 Exhibiting Companies at the India Leather Show:

S.No	Company Name	Products to be displayed
1	AADIL INTERNATIONAL, KANPUR	Open Footwear, Close Footwear, Boots
2	ALFA IMPEX TANNING INDUSTRIES, CHENNAI	Leather Footwear
3	ARSHI ENTERPRISES (ARSHI LEATHER INDUSTRIES), KANPUR	Leather, Leather Belts, Shoes and Leather Bags
4	CHENNAI TAPES PRIVATE LIMITED, CHENNAI	Webbings for Leather Bags, Elastics for Leather Shoes
5	CHOWDHARY OVERSEAS LTD, NOIDA	Men's, Ladies & Children Leather Footwear
6	CLASSIC INTERNATIONAL, MUMBAI	Leather Footwear, Leather Purses / Bags
7	CONCEPTS, NOIDA	Leather Footwear
8	D'LORDS EXPORTS (INDIA), MUMBAI	Men's Footwear
9	EDCONS EXPORTS PVT. LTD., KOLKATA	Bags and Small Leather Goods
10	EL CLASS, CHENNAI	Shoes (Men and Women)
11	FLOURISH SHOES, KANPUR	Footwear
12	HARI TRADEX INDIA, MANDI GOBINDGARH (Punjab)	Wallets and Belts
13	HKHR INTERNATIONAL, AGRA	Ladies , Children , Men's , Leather Boots & Shoes
14	J.C. INTERNATIONAL LTD., KOLKATA	Leather Bags, Wallets, Purses & Safety Shoe uppers
15	JOSHI ENTERPRISES, KHANNA (Punjab)	Ladies Hand Bags and Men Wallets
16	KANABIS OPC PVT. LIT., DELHI	Women's Footwear made from different fabrics such as Linen, Cotton, Hemp etc.
17	KAYVEE INTERNATIONAL, KHANNA (Punjab)	Slippers, Hand bags, wallets
18	MAA LAXMI INDUSTRIAL CORPORATION LIMITED, MANDI GOBINDGARH (Punjab)	Ladies Leather Handbags and Shoes
19	MAGGNUS CORPORATION, KOLKATA	Hand bags and Wallets
20	MRG INTERNATIONAL, KOLKATA	Small Leather Goods – wallets cardcases, keycases and other personal leather Bags – Laptop Bags, Crossbody Bags etc.....
21	MSN LEATHER COMPANY PRIVATE LIMITED, CHENNAI	Leather Bags, Wallets & Belts
22	NAAZ LEATHER FINISHERS, KANPUR	Ladies Footwear
23	NEW DECENT FOOTWEAR INDUSTRIES., AGRA	Leather Footwear
24	OLD VILLAGE OVERSEAS, NEW DELHI	Leather Bags, Scarves, Stoles, Shawls & Related Leather Garments.
25	OPAD SHOES, NOIDA	Shoes, Bags, Belts
26	ORION TRADECOM PVT. LTD., KOLKATA	Leather Garments, Leather Bangs, Leather Wallets.

27	OSMAN SHARIFF, KOLKATA	Travel Goods, Toilet-Bags and Cases, Toilet-case, Satchels, Hand-Bags for Ladies, Wallets and Purses	35	SUMANGLAM FOOTWEAR PVT LTD, NEWDELHI	Leather Footwear's
28	PAKKAR LEATHER EXPORT COMPANY, CHENNAI	Fashion Gloves & Small Leather Goods, Children Shoes.	36	SYFAM COLLECTION, KOLKATA	Leather Goods, Ladies bags, Men's Bag, Wallet & Other Small Items
29	PINNACLE OVERSEAS, KOLKATA	Ladies Leather Handbags, Ladies Wallet, Men's Handbags, Men's Wallet & Small Leather Goods	37	THINK FASHION PRIVATE LIMITED, NEW DELHI	Leather Bags, Wallets, Jackets and Shoes
30	REGENCY IMPEX, NEW DELHI	Sandals & Boots	38	TORPEDO SHOES PVT. LTD., KANPUR	Safety & Casual Shoes on Direct Injection & Cemented for Men, Ladies & Children
31	RUKSH FOOTWEAR PVT. LTD., KANPUR	Men's & Women's Shoes and Sandals	39	UMAR TRADING COMPANY, AGRA	Men's Leather, Non Leather Footwear
32	SBS CRAFTS, KOLKATA	Leather Bags, Wallets & Associated Accessories.	40	UR TRADING, KOLKATA	Hand Bags, Executive Cases, Travel Bags, Laptop Cases, Wallets & Purses
33	SIDDHARTH EXPORTS, NOIDA	Mens & Ladies Leather Shoes & Boots.	41	VARUN EXPORTS, NOIDA	Ladies Footwear, Shoes, Boots, Sandals etc.
34	STAR INTERNATIONAL, MANDI GOBINDGARH (Punjab)	Ladies Leather Handbags and Shoes	42	YOUNG STYLE OVERSEAS, AGRA	Ladies Leather Boots, Shoes and Men's Leather Shoes etc.

BUSINESS MEETINGS AT THE SHOW



BUSINESS MEETINGS AT THE SHOW



Conclusion:

As per the feedback from the exhibitors, firm orders to the tune of Euro 0.11 mn was booked and future expected business generation is Euro 3.97 mn. The Marketing Agency Prexma Limited, Germany undertook Publicity and Buyer Mobilisation Campaign. A total of 108 buyers from 76 Importing Companies visited the India Leather Show. Some of the brands like Esprit, QVC, Zippo, Gerry Weber, Milo and Mephisto visited the show and held business meetings with the participants.