

India Leather Show, Spain

March 11-12, 2015

A Report by R. Ramesh Kumar I.A.S, Executive Director, Council for Leather Exports

Spain located in Southwestern Europe, bordering Andorra 63.7 km, France 623 km, Gibraltar 1.2 km, Portugal 1,214 km, Morocco (Ceuta) 8 km, Morocco (Melilla) 10.5 km, is the 15th largest economy in the world.

Joining the European Union in 1986, gave Spain a dynamic and rapidly growing economy and made it a global champion of freedom and human rights.

Spain experienced a prolonged recession in the wake of the global financial crisis. GDP contracted by 3.7% in 2009, ending a 16-year growth trend, and continued contracting through most of 2013. Economic growth resumed in late 2013, albeit only modestly, as credit contraction in the private sector, fiscal austerity, and high unemployment continued to weigh on domestic consumption and investment. Exports, however, have been resilient throughout the economic downturn, partially offsetting declines in domestic consumption and helped to bring Spain's current account into surplus in 2013 for the first time since 1986.

As far as leather sector is concerned, Spain is the 11th largest importer of leather & leather products in the world. Spain offers potential not only for enhancing our market share by increasing exports, but also to explore possibilities of entering into Joint Ventures and Technology Transfers with the Spanish companies. The European Union is the largest and traditional market for India. Spain being a part of the European Union coupled with its global status of 11th largest importer of leather and leather products, has made Spain, the most important market for India. Considering the market potential of Spain for leather and leather products, the Council has been focusing this market and has been continuously organizing the India Leather Shows in Spain under the Market Ac-



cess Initiative Scheme (MAIS) of the Government of India.

As per the approval of the Department of Commerce under the MAIS 2014-15, the Council organized the Seventh Edition of the India Leather Show in Madrid, Spain during March 11 and 12, 2015 at Hotel Melia Avenida America, Madrid.

Europe Market Potential

The European Union is the largest importer of leather and leather products in the world. The EU's import of leather and leather products increased from US\$ 57.89 billion in 2010 to US\$ 66.29 billion in 2012, accounting for a share of 41.29% in the global leather import trade of US\$ 160.53 billion. The major importing countries among the EU countries are Germany with a share of 12.92%, Italy 8.73%, France 5.99%, UK 11.20%, Spain 5.21%, Netherlands 3.66%, Belgium 1.62% and Austria 3.34%. Hence Spain is the 5th largest importer of leather & leather products among EU countries.

India - Europe Market Potential:

The European Union is the major market for Indian Leather and Leather Products. India's export of leather

& leather products to EU countries increased from US\$ 2309.45 million in 2009-10 to US\$ 3397.03 million in 2013-14, growing at a CAGR of 10.12%. India's export of leather & leather products to EU alone accounts for a share of 57% of India's total exports of US\$ 5.90 bn in 2013-14. Thus, India's share in EU's import of leather and leather products increased from 4.46% in 2010 to 5.12% in 2013-14.

The major suppliers of leather & leather products to European Union are China with a share of 23.97%, followed by Italy 13.01% and Vietnam 7.31%. India is the 4th largest exporter of leather & leather products to European Union.

Import Potential of Spain

Spain is the 11th largest importer of leather & leather products in the world in 2012. Spain accounts for a share of 2.47% in the global leather import trade of US\$ 160.53 billion.

Spain's import of leather and leather products increased from US\$ 4369.92 million in 2008 to US\$ 4607.00 million in 2011, growing at a CAGR of 1.17%. In 2012, the Spain's import has slightly declined to US\$ 3959.95 mn.

Out of Spain's total leather & leather products import trade, the share of various product categories are Footwear (leather & non-leather) 66.70%, Finished Leather 15.46%, Leather Garments 4.57%, Leather Goods & Accessories 9.78% and Saddlery & Harness 0.59%. Hence, the Spanish market is a potential market for exports of footwear, leather goods &

accessories and leather garments.

India – Spain Leather Trade:

Spain is the 7th largest importer of leather products from India, holding a share of 5.21% in India's total leather products export.

India's export of leather & leather products to Spain increased from US\$

219.19 mn in 2008-09 to US\$ 307.95 million in 2013-14, growing at a CAGR of 7.03%.

The major items of export from India to Spain are footwear 41.38%, followed by leather goods & accessories 25.45% and leather garments 25.45%.

A Statement showing Spain's import of Leather Products and India's Export and Share during the period 2008-2012 is given below.

(Value in Mn US\$)

DETAILS	2008	2009	2010	2011	2012	2013
Leather						
Import	652.14	407.84	521.85	709.67	612.28	
India's Export	23.46	18.75	24.33	34.43	28.17	41.43
% Share of India	3.60%	4.60%	4.66%	4.85%	4.60%	
Leather Footwear						
Import	1604.20	1238.18	1292.11	1339.10	1132.45	
India's Export	72.58	80.84	99.89	104.72	94.07	106.49
% Share of India	4.52%	6.53%	7.73%	7.82%	8.31%	
Footwear Components						
Import	128.03	100.37	114.15	128.10	113.97	
India's Export	16.96	14.06	11.46	8.63	6.78	10.03
% Share of India	13.25%	14.01%	10.04%	6.74%	5.95%	
Leather Garments						
Import	238.11	205.87	178.90	191.36	181.06	
India's Export	48.47	51.08	46.40	66.32	66.94	72.58
% Share of India	20.36%	24.81%	25.94%	34.66%	36.97%	
Leather Goods						
Import	408.73	298.00	349.52	437.38	387.39	
India's Export	52.33	51.47	62.82	79.12	68.02	74.31
% Share of India	12.80%	17.27%	17.97%	18.09%	17.56%	
Saddlery & Harness						
Import	24.92	22.21	26.78	26.39	23.58	
India's Export	3.07	1.88	2.40	2.34	2.49	2.79
% Share of India	12.32%	8.46%	8.96%	8.87%	10.56%	
Non Leather Footwear						
Import	1313.76	1226.15	1524.71	1774.98	1509.22	
India's Export	2.32	1.04	0.70	0.50	0.7	0.32
% Share of India	0.18%	0.08%	0.05%	0.03%	0.05%	
Total						
Import	4369.89	3498.62	4008.02	4606.98	3959.95	
India's Export	219.19	219.12	248.00	296.06	267.17	307.95
% Share of India	5.02%	6.26%	6.19%	6.43%	6.75%	

Source: ITC Geneva DGCI& S



Observations:

- From the above Table, it can be seen that India presently accounts for a share of 6.75% in Spain's total leather import trade.
- India accounts for a share of 36.97% in Spain's total leather garments import.
- India accounts for a share of 17.56% in Spain's total leather goods & accessories import.
- India accounts for a share of 3.85% in Spain's total leather footwear import.

Major suppliers of leather & leather products to Spain:
(Value in Mn \$)

Import from	2012	% share
China	1237.41	31.25%
Italy	539.09	13.61%
Vietnam	362.16	9.15%
India	267.17	6.75%
France	203.83	5.15%

Source: ITC, Geneva

From the above statement, it can be seen that China, Italy, Vietnam, India, France etc., are the major suppliers of leather & leather products to Spain.

India is the fourth largest exporter of leather & leather products to Spain accounting for a share of 6.75% in its total imports.

Trend in Spain amidst Continuing Economic Recession in Europe

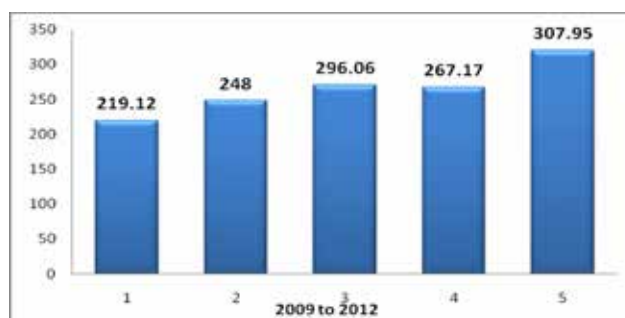
European Union is the traditional and largest market for India to which about 67% of India's export of leather and leather products is being directed. Though the recession has impacted India's exports to EU whose export has declined to US\$ 2946.60 million in 2012-13 from US\$ 3107.49 million in 2011, in the year 2013-14, the exports has shown a positive growth and increased to US\$ 3397.03 mn.

Export of leather & leather products to Spain also shown positive growth during April-March 2013-14.

India's export to Spain has increased from US\$ 267.17 mn in 2012-13 to US\$ 307.94 mn in 2013-14, with a growth percentage of about 15%. Similarly, the current export trend in the first ten months from April 2014 to January 2015, exports to Spain has shown a positive growth of about 20% over the corresponding period in the last year.

Thus the Spain market provides a wide range of product opportunities for exporters.

The Chart showing the growing trend of India's Export of Leather and Leather products to Spain, the value rose to US\$ 307.95 million in 2012 from US\$ 219.12 million in 2009



India Leather Show-Pre Event arrangements

CLE had initiated the pre-event organizational arrangements in association with the Embassy of India, Spain. As advised by the Embassy, M/s Seven SM Events Marketing based in Madrid was engaged as the marketing agency for this event. Seven-SM is a Marketing Services Agency with 20 years of experience in organising corporate events in Madrid.

Marketing Initiatives

In order to ensure maximum buyers turnout during the event, extensive publicity and tele-marketing activities were undertaken by the Council. They are :

E-mail campaigns

- Series of Email Campaigns to around 3500 database

Direct Marketing

- Personal Invitations the most important organism of Leather and Footwear in Spain, as AEC-Spanish Association of Footwear Components, FICE - Footwear Industries Federation Spanish ; ASEFMA - Spanish Association of Manufacturers of Leather Goods, Travel Items and Related, ACEXPILE - Spanish Association of Tanning ; AICE - Footwear Industry Association of Elche ; INESCOP is a service organization for the footwear industries ; Association of Fashion Accessories and Leather
- Telemarketing campaign and follow-up with important companies

Advertisements in the leading Newspapers

- One full page advertisement released in Lederpiel magazine
- One full page advertisement released in Calzado Futurmoda

Online Press Releases

The press notes were issued in the following media companies and industry publications in Spain.

- <http://www.estrelladigital.es/articulo/gran-feria-de-la-piel-de-india-2015>
- <http://www.bloggomoda.es/eventos/gran-feria-de-la-piel-de-india>
- http://www.portalferias.com/gran-feria-de-la-piel-de-india-2015-madrid_24827.htm
- <http://www.edicionessibila.com/es/ferias/actualidad-ferial/la-gran-feria-de-la-piel-de-la-india-vuelve-a-madrid-el-proximo-mes-de-marzo>
- <http://www.expomodab2b.es/n-/7687/el-proximo-marzo-lle>

- <http://indolinkspanish.wordpress.com>
- www.lederpiel.com
- <http://www.embassyinida.es/public-notices-circulars/gran-feria-de-la-piel>
- http://spain-india.org/en/news_articles/gran-feria-de-la-piel-de-la_india
- <http://www.fashionunited.es/noticias/ferias/el-sector>
- <http://eldigitaldeasturias.com/magazine365/madrid-acogera>
- <http://www.presspeople.com/nota/gran-fieria-piel-india-2015>
- <http://www.ctcr.es/en/documentacion/category/28-mision-exposicion>

- http://article.wn.com/view/2015/01/27/Gran_feria_de_la_piel_de_la_India
- <http://www.modaes.es/tendencias/india-trae-a-madrid>
- <http://www.regalofama.com/actualidad/noticias>
- <http://noticiasdemoda.es/gran-fieria-de-la-piel-de-la-india-2015>
- <http://www.portalferias.com/gran-fieria-de-la-piel-de-la-india-2015>
- <http://www.cuandopasa.com/index.php>
- <http://www.pintalabios.info/es/fashion-events/view/es/2001>
- <http://mundoapartamentos.com/gran-fieria-de-la-piel-de-la-india-2015>

The India Leather Show



Shri R Ramesh Kumar, IAS, Executive Director-CLE greets H.E. Shri Vikram Misri, IFS, Ambassador, Embassy of India, Spain

The India Leather Show was held during March 11 and 12, 2015 at Salon Zaragoza and Salon Tenerife, Hotel Melia Avenida de America from 10.00 AM to 7.00 PM.

The Show began with a formal inauguration of the event through ribbon cutting by H.E. Shri Vikram Misri, IFS, Ambassador of India, Embassy of India, Spain on 11th March 2015 at 10.00 AM. Shri R Ramesh Kumar, IAS, Executive Director- CLE, President, Footwear Industries Federation and Spanish Association of Manufacturers of Leather Goods, Travel Items and Related, the Exhibitors & CLE representatives were present on this occasion.

Speaking on the occasion, the Ambassador highlighted the importance of the Indian leather sector in the Indian economy and its growth potential. The Ambassador em-



H.E. Shri Vikram Misri, IFS, Ambassador, Embassy of India, Spain inaugurating the Show

phasized on its inherent strength and the need for the upgradation in the tanning technology to combat the environmental problems. The Government of India's 'Make in India' programme will give a new turn to the development of the Indian leather sector.



Ambassador delivering the inaugural speech

The Ambassador further stated that though the European Union is facing the economic crunch, Spain is the fastest growing economy in Europe and has grown at 1.3% as compared to the last year. Thus the growth prospects of Indian leather sector due to the Make in India programme and the Spain's fastest revival together act as a coincidence and created the best opportunity for the Indian exporters to participate in such export promotional activities in Spain for developing their business.

The Executive Director of the Council in his inaugural address thanked the Ambassador for his kind presence in the show and inaugurating the event. The Executive Director then presented flower bouquets to the Ambassador, and extended a warm welcome to the event. The Executive Director also welcomed all the exhibitors and thanked them for their cooperation and conveyed his best wishes for a successful event.

The Executive Director in his speech, highlighted the market potential of Spain and the growing trend of India's exports to Spain from 2009 to 2013. He further stated that Spain ranks 40th in value terms of bilateral trade with India, among all countries of the world, and featuring above



ED, CLE addressing the audience at the show

the economic giants such as Canada, Sweden, Norway, Finland and Ireland. Amongst countries importing from India, Spain holds 28th position. Leather Goods is one of the major items of India's exports to Spain among other products.

The Executive Director then briefed the success stories of the past India Leather Shows organised in Spain in 2005, 2007, 2010, 2011, 2012 and 2013. He thanked the Embassy of India, Spain for their active support and assistance in organizing the India Leather Shows in Spain in all these years successfully. The Executive Director also thanked the Department of Commerce, Govt of India for the continuous funding support under MAIS for organizing the shows in Spain.

The ED expressed hope that the export of leather and leather products to the Spain which stood at US\$ 307.95 million in 2013 will soon rise to US\$ 800 million in the next five years as a result of our export promotional events.

Concluding his speech, the Executive Director thanked the Hon'ble Prime Minister and Hon'ble Minister for Commerce and Industry, Government of India for considering the leather sector as one of the focus sectors for inclusion in the Make in India Programme which is a flagship programme of Government of India.

After the inauguration, the Ambassador along with the Executive Director, visited each individual stands, viewed the product ranges exhibited and interacted with the participants.



*Think Leather
Think India*

The Ambassador along with the Executive Director-CLE discussing with Exhibitors



Participants of the Event

There was a large scale participation of the Indian exhibitors in this edition compared to the past shows in Spain. Though initially 61 companies confirmed, 59 companies from all over India had participated in the India Leather Show, Spain and displayed their latest collections of leather goods, garments, footwear, saddlery & harness and finished leather. Each company was provided with a fully constructed stand with name board, partition walls, lighting and display accessories as per their product of display. The stand was constructed in a professional manner giving due care to accommodate all the specified needs of the exhibitors. The stands were well laid-out with ample passage space with provision for meeting rooms for the buyers. CLE's attractively designed publicity posters were also wall pasted in the venue giving a good business ambience. Interpreters were engaged to facilitate business meetings.

Discussion of Ambassador with participants



List of Participants

S. NO	COMPANY NAME	PRODUCTS EXHIBITED	Booth Number
2	AMIT IMPEX, NEW DELHI	SHOES & PURSES	27
3	AMIT LEATHER WEARS, NEW DELHI	LEATHER JACKETS, LEATHER BAGS AND PURSES	28
4	AMITY LEATHER INTERNATIONAL, MUMBAI	FOOTWEAR LADIES LEATHER SANDAL	9
5	AMIT LEATHER COMPANY, MUMBAI	LADIES LEATHER FOOTWEAR	49
6	ASIM LEATHER EXPORTS, KOLKATA	LEATHER HANDBAGS, LEATHER WALLETS & SMALL LEATHER GOODS	31
7	BOYZONE FOOTCARE INDIA PVT LTD., KERALA	PU SLIPPERS AND SANDELS	53
8	CHEMGEMS (INDIA) PVT. LTD., KOLKATA	HANDBAGS, WALLETS, SMALL LEATHER GOODS.	48
9	CIRIA TANNING COMPANY PVT. LTD., KOLKATA	LEATHER WALLETS, SMALL LEATHER GOODS, LADIES HANDBAGS & MEN'S BAGS	30
10	CLASSIC INTERNATIONAL, MUMBAI	LEATHER FOOTWEAR, LADIES/GENTS/CHILDREN LEATHER BAGS, LADIES PURSE/GENTS WALLETS ETC.	17
11	CREATION, KOLKATA	LADIES BAGS, WALLETS AND SMALL LEATHER GOODS	20
12	CREATIVE PELT PVT. LTD., KOLKATA	LADIES HAND BAG, SACHEL, EXECUTIVE CASE, COMPENDIUM, WALLET, BACK PACK, PURSE, BODY BAG, C.C. HOLDER, PASSPORT HOLDER, KEY CASE AND OTHER SMALL LEATHER ACCESSORIES	41
13	D2 INTERNATIONAL, KOLKATA	HANDBAGS & SMALL LEATHER GOODS FOR MEN'S & WOMEN'S	18
14			
	DEE MAROQUINIER, KOLKATA	GENTS WALLETS / CARD HOLDERS / CLIP CASES / LADIES WALLETS / PASSPORT HOLDERS / KEY CASE ETC	16
15	ENHANCE LIFESTYLE PVT. LTD, NEW DELHI	FOOTWEAR MEN – LOAFERS, ESPADRILLES (DIGITAL PRINTS), FORMAL DRESS & BOOTS, SANDALS WOMEN – BALLERINAS, ESPADRILLES, BOOTS & SANDALS	8
16	FEETCARE, MIRAJ	LADIES SANDALS, KIDS SANDALS, HAURACHES	43
17	GEEKAY INTERNATIONAL, KOLKATA	MEN'S BAGS, WALLETS, PURSES AND OTHER SMALL LEATHER GOODS	21
18	GLOBAL IMPEX, NEW DELHI	LADIES, MEN & CHILDREN FOOTWEAR	C (4th Floor)
19	H&K EXPORTS, JAIPUR	LEATHER HANDBAGS & GOODS	A (4th Floor)
20	HGE INTERNATIONAL PVT. LTD, KANPUR	HANDBAGS, LEATHER LIFE STYLE PRODUCTS, LEATHER SMALL GOODS	32
21	IA OVERSEAS, UNNAO	LEATHER HANDBAGS AND LEATHER BELTS	7
22	I K INTERNATIONAL, KANPUR,	HANDBAGS, LEATHER BELTS, HARD GOODS AND CRUST & FINISHED LEATHER.	44
23	IPP PRIVATE. LIMITED, KOLKATA	LEATHER GOODS.	50
24	INDEXPORT LEATHER EXPORT PVT. LTD., KOLKATA	LADIES AND MENS HAND BAGS AND LEATHER WALLET	57
25	INSPIRE EXIM PVT. LTD, NEW DELHI	LEATHER GARMENTS	42
26	JAMIQ INTERNATIONAL, KANPUR	SADDLERY, HORSEWEAR & RIDING SHOE	11
27	KLODENNEX, KANPUR	LEATHER HAND BAGS, WALLET	58
28	LEATHERMAN FASHION PVT. LTD, KOLKATA	WALLETS & HAND BAGS	38

S. NO	COMPANY NAME	PRODUCTS EXHIBITED	Booth Number
29	LEATHER SYNDICATE (INDIA), AGRA	SHOES AND BOOTS, LADIES SANDALS	26
30	LEEDS POLYMERS, KERALA	NON-LEATHER FOOTWEAR	54
31	MANI INTERNATIONAL, KOLKATA	BAGS, WALLETS AND LEATHER SHEET	3
32	NAAZ EXPORTS PVT LTD, KANPUR	FINISHED LEATHER, SHOE UPPER, FASHION SHOE AND SANDELS	12
33	NEW LOOK LEATHER, BAHADURGARH	LADIES / GENTS JACKETS, COATS ETC	40
34	ORION EXPORTS, KANPUR	FINISHED LEATHER, SADDLERY GOODS, LEATHER BELTS AND SHOE UPPERS	15
35	OSMAN SHARIFF, KOLKATA	FINISHED LEATHER AND LEATHER GOODS	47
36	PAKKAR LEATHER EXPORT COMPANY, CHENNAI	LEATHER GARMENTS & LEATHER HANDBAGS	52
37	PLANET INC., KOLKATA	LEATHER HAND BAG, WALLET, SMALL GOODS, FINISHED LEATHER	10
38	PREMIER EXPORTS, KOLKATA	LEATHER HANDBAGS & LEATHER WALLETS	39
39	R.N.R. INTERNATIONAL, KOLKATA	LEATHER BAGS, WALLETS, PORTFOLIO, RUCKSAC AND SMALL ITEMS	33
40	RADIANT LEATHER SOLUTIONS PVT. LTD. KOLKATA	LEATHER WALLETS AND HANDBAGS	45
41	REGENCY IMPEX, NEW DELHI	CHILDREN SHOES	B (4th Floor)
42	RESSHI A ONE EXPORTS, KOLKATA	LEATHER HAND BAGS AND WALLETS	37
43	RUKSH INTERNATIONAL, KANPUR	FINISHED LEATHER, FOOTWEAR & FOOTWEAR COMPONENTS	34
44	SAYEE LEATHERS, CHENNAI	LADIES ACCESSORIES, MEN'S ACCESSORIES, TRAVEL ACCESSORIES, OFFICE ACCESSORIES & PERSONAL ACCESSORIES	22
45	SARAH (INDIA) ENTERPRISES, KOLKATA	INDUSTRIAL GLOVES, APRON, JACKET	6
46	SHIVEN IMPEX PVT. LTD. NEW DELHI	LEATHER JACKETS FOR MEN, WOMEN AND KIDS	23
47	SIDDHARTH FOOTWEAR EXPORTS PVT LTD, NOIDA	FOOTWEAR - MENS & LADIES LEATHER SHOES & BOOTS BRANDED & COMMERCIAL	13
48	SILVIANO, KOLKATA	LEATHER ARTICLES-GOODS	24
49	SIMA INTERNATIONAL, KOLKATA	LEATHER BAGS, WALLETS ETC	1
50	STAR TANNING INDUSTRIES, KANPUR	LEATHER USED FOR SHOES UPPER, BELTS AND BAGES LEATHER	35
51	SUPERHOUSE LIMITED, KANPUR	BELTS, HANDBAGS, SMALL LEATHERGOODS, LEATHER GARMENTS	14
52	SUPER SHOES LIMITED, UNNAO	FINISHED LEATHER, LEATHER FOOTWEAR AND FOOTWEAR PRODUCTS	4
53	SUPER TANNERY LTD., KANPUR	SAFETY SHOES AND FASHION SHOES	46
54	TANNEX INTERNATIONAL, KOLKATA	LEATHER GOODS & FINISHED LEATHER	51
55	TORPEDO SHOES (P) LTD, KANPUR	LEATHER FOOTWEAR SAFETY & CASUAL, FINISHED LEATHER	5
56	TRISTAR EXPORTS, MUMBAI	LADIES LEATHER SANDALS	25
57	VEEKESY ELASTOMERS PVT LTD. KERALA	WALKAROO BRANDED NON-LEATHER FOOTWEAR	55
58	VEEKESY POLYMERS PVT. LTD. KERALA	PLASTIC FOOTWEAR	56
59	ZENITH IMPEX, KOLKATA	LEATHER WALLETS / LEATHER BAGS / SMALL LEATHER GOODS & FINISHED LEATHERS	36

BUSINESS MEETINGS DURING BSM



As advised by the Department of Commerce, in order to give wide publicity on the Make in India campaign, attractively designed banners of Make in India, translated in Spanish language was displayed in the venue.

BANNERS ON MAKE IN INDIA



Shri K. Abdul Sattar Khan, Regional Director, CLE interacting with a buyer

Buyers Turnout

Despite the on-going European recession, around 222 visitors representing 150 companies attended the two days show, which was comparatively higher than the buyers visited in the last edition. The buyers visited the two floors and held business meetings with the exhibitors. Some of the biggest brands visited the show are as follows :

Top brands/companies attended the show
ADOLFO DOMINGUEZ

AGUSTÍN CORPAS
AMATTEX
AMICHI
BLANCO
CALZADOS FUENSALIDA, S.A.
COVALPETROL, S.L.
EL CORTE INGLÉS
EXCALPA
GRUPO ILLICE



Visit of Ms. Shashwati Arya, IFS, Third Secretary & Ms Pilar Santiago, Commerical Department, Embassy of India, Spain to the Show

- ISAFI
- MANGO
- MATAIX HERMANOS S.L.
- MOLINERO LEATHER S.L.
- SABAPIEL S.L (SALVADOR BACHILLER)
- SAGA IBAÑEZ, S.L.
- SALVADOR MULET, S.L.
- ZAFRA MARROQUINEROS, S.L.

It was observed during the show that most of the exhibitors were engaged with the business visitors and meetings. As per the feedback of the participants, the show resulted in business generation to the tune of around 3 million Euros

Through our continuous export promotional efforts combined with the growing purchasing power of the Spanish consumers and its fastest revival from the economic slowdown, it is expected that our exports to this vibrant Spanish economy will reach to US\$ 800 billion by 2019-20 growing at a CAGR of 17.24%.

Salient features that made the show successful

- ☐ Participation of large scale participation of 59 companies provided the Spanish buyers ample opportunity for witnessing the wide array of latest collections and engage in business negotiation including the price.
- ☐ Thus, the large scale Indian Participation by itself was a major factor which attracted the visit of potential Spanish buyers to the Show.
- ☐ Visit of 150 buyers was a key feature of the show. Nearly 222 trade visitors attended the show
- ☐ The Embassy of India in Spain played an active and crucial role in coordinating all the activities of the Council towards successful organization of the India Leather Show.
- ☐ A congenial atmosphere was created for the visiting buyers by providing well built up stands for individual company, by giving ample scope for display of their products in a professional manner. Meeting rooms were arranged for focused B2B meetings.
- ☐ The above Top/Leading buyers visited the show again proves that the BSM was able to attract brands and chain stores as well.

BUSINESS MEETINGS DURING BSM





UITIC Press Conference on March 11, 2015 at Madrid

As the Council is organizing the 19th International Technical Footwear Congress of UITIC - International Union of Shoe Industry Technicians in India during February 03-05, 2016, the Council is undertaking wide publicity campaign in all its overseas fair participations and Buyer seller meets through international press meets. Accordingly with the help of the marketing agency M/s Seven SM Events y Marketing, a press conference was organized inviting the local press officials on 11th March in the same venue at Hotel Melia Avenida America, Madrid after the inaugural ceremony of the India Leather Show.



ED-CLE addressing the Press Meet

The press meet was attended by H.E. Shri Vikram Misri, IFS, Ambassador, Embassy of India, Spain, Shri R Ramesh Kumar, IAS, Executive Director and Mr Enrique Montiel, INES COP, an Executive Committee Member of UITIC. Some of the important press officials present are Revista del Calzado, Inescop, Leaderpiel, Global Fashion, Mundipress etc.



Ambassador addressing the Press Meet

The Executive Director, CLE briefed that footwear manufacturers and experts will join together to discuss the Future of the Footwear Factory as well as innovations in the footwear Industry in the Congress. It is the first time



that the UITIC Congress is being held in India, the second largest footwear manufacturing country in the world. This congress will bring together experts and decision makers who all play an important role in the worldwide footwear business and manufacturing process. Visits to footwear factories will also be scheduled before the Congress. During their stay, participants will also be able to visit the IILF 2016 - Indian International Leather Fair which will take place during 31 January - 03 February 2016 in Chennai, India.

The Ambassador has requested all the press officials to widely publicize the information in their journals and requested the Footwear delegates to attend the 19th UITIC Congress in Chennai during Feb 03-06, 2016.

As an Executive Member of UITIC, Mr Enrique made a power point presentation about the activities and functions of UITIC and CLE organizations and explained about the Conference to the local press officials. The publicity brochures on UITIC translated in Spanish language were also distributed among the press officials.



Mr Enrique Montiel, INESCOP, Spain making the Power Point Presentation in the Press Meet



Press Officials in the Press Meet