

Council's participation in BTS Fair of Shoes, Leather & Leather Goods- Poznan-(Poland) 3-5 September 2013

A Report - By: Mr.K.Abdul Sattar Khan- Regional Director-South

Preamble:

Poland is one of the major importers of Leather and Leather Products in the East European region. The import of leather and leather products by Poland has been increasing steadily in recent years - from US \$ 1641.04 million in 2008 to US \$ 1903.45 million in 2011. After joining the European Union in 2004, the country is being viewed as a main connecting point for Western and Eastern Europe on account of its strategic geographic location.

Though India's export of leather and leather products to Poland increased from US \$ 24.64 million in 2007-08 to US \$ 41.70 million in 2012-13, the share of India remains at 2.5% in the Polish market, and hence there is scope for enhancing our share in this country.

Keeping in view the market potential, the Council had in the past organized various export promotion and market development activities in Poland during the period March. 2004 to September 2007. However, the Council considered to revive the marketing efforts in Poland in view of the scope to further enhance our country's share in Poland's import of Leather & Leather products and current market opportunities in Polish market.

Brief of Poland Economy:

Poland has a resilient economy and increasing recognition of its brand. As a member of the European Union, it is a reliable and ambitious partner. Poland facilitates the establishment of co-operation with greater Europe for Indian companies.

Polish economy, with GDP growth of 3.2 % in 2005, is developing much faster than the Euro zone (1.3%) and higher than the average of all 25 EU members (1.5%). Poland's economic growth accelerated at the fastest pace in last decade as rising employment and wages boosted profits and

consumer spending.

The economic forecasts shows that GDP will be constantly growing during the coming years. Poland's growth has been driven to a significant extent by export growth, industrial production and investments. Employment is also slowly increasing.

However, in most of international rankings the competitiveness of the Polish economy is not ranked particularly high, no matter what criteria and indicators are adopted. The following factors are considered weaknesses of the Polish economy: ineffective public expenditure, low labour market flexibility, the low quality of public institutions, ineffective judiciary concerning economic matters.

Among the strengths of the Polish economy are favourable macroeconomic results: high economic growth, a low level of inflation, low labour costs in industry, dynamic development of export and the country's attractiveness for foreign investors. The reports indicated that Poland has a high innovation potential resulting from the level of a well- educated workforce.

Priority export sectors of Poland are: Food and Agricultural products, furniture and accessories, light industry, leather, cosmetic, pharmaceutical products, medical equipments, machine tools, windows and doors, yachts.

Indo-Polish Economic and trade relationship

Indo-Polish relations have intensified significantly over recent years. This is best measured by the number of high level visit on both sides. India is one of Poland's most strategic partners globally and connected by intensive economic and cultural co-operation.

Figures regarding economic relations between India and Poland are

very promising. In 2012 for the next consecutive year in a row, the bilateral trade grew, achieving almost 2 Billion US dollars. It is strongly believed that these numbers can be even higher in the near future.

As far leather trade is concerned, India's share is only 2.5% in global import of leather & leather products by Poland which is around US\$. 2 Billion. Amongst total export from India to Poland which is about US. \$.50 Million, Leather Footwear account for 50% share, followed by Leather goods with 25% share. However, there remains immense scope for further enhancing our share in the Polish market.

About the Poznan International Fairs:

Historical records show that Poznan merchants formed into associations as early as in the first half of the 15th century with the idea of crating a specialized trade fair organization, which was born in 1917. And four years later the first Poznan Fair was held in the city. Today, Poznan is among Poland's largest financial and business hubs and the country's Trade Show Capital. Every year nearly 80 trade fairs and exhibition events are organized. The focal points of Poznan International fairs are entrepreneurship, knowledge and progress, all of them values that well characterize the region.

Poznan Fashion Fair- September 3-5, 2013:

The Poznan Fashion Fair is the largest business fashion industry event in Poland. It is held twice in a year February/September during which the manufacturers, traders and designers, along with tech product group industries meet to get acquainted with newer products, brands and expand their knowledge about technical products like materials, machinery, etc. Thus Poznan Fashion Fair serves as an ideal platform for the trading and manufacturing entrepreneurs to

establish business contacts .

September 2013 Edition presented the Global Fashion trends at the Poznan Fashion Fair, offering the latest collection of more than 400 companies and brands from 16 countries. There were fashion shows by the finalists of prestigious competitions and showrooms of young designers.

The Exhibitors presented their offers in 3 Thematic Exhibitions:

- NEXT SEASON- Exhibition of Clothing and Accessories- Spring-Summer 2013/2014 (Hall 5)
- FAST FASHION – Exhibition of Clothing and Accessories- Fall-Winter 2013/2014. (Hall 5)
- BTS Exhibition of Shoes and Leather Goods (Hall 5- A)

Exhibitors of 16 countries included from Italy, Germany, Spain, Portugal, India and China, which presented their products in separate stands.

Young Talents Zone : In addition to large and well known manufacturers, the brands created by Young Designers were also presented at the Fair. Their latest collections were exhibited as part of the YOUNG FASHION FOR SALE project at the author's Fashion Shows and Show rooms.

Italian temporary Stores:

For the second time at the Poznan Fashion Fair , the project of Temporary Italian Fashion Stores were implemented. The aim of the project was to enable the traders to purchase single items of clothing and Accessories without the necessity to place large orders. The leading brands of Italian manufacturers of clothing, accessories , footwear and leather goods were available in Temporary Stores.

Concurrent programmes:

During three days of the Fair, there were series of programmes like , Seminars/workshops and presentation sessions on important topics of trade interest. Besides, Spectacular Fashion Shows were also conducted

in the Fair venue, presenting latest collections and presentation of Young Designers. Business Get-togethers were also organized.

Council's participation in BTS Fair of Shoes , Leather & Leather Products (Poznan Fashion Fair) 3rd to 5th September 2013.

With a view to facilitate Indian exporters of leather & leather products to establish necessary business contacts with leather entrepreneurs not only in Poland market but also in the surrounding European countries, , the Council organized participation of our member-exporters in this important leather trade event of Poland

Dates of the Fair : 3rd to 5th September 2013 .

Venue of the Fair : Poznan Fair for Shoes, Leather & Leather Goods is held in the Poznan International Fairgrounds, Poznan, Poland-

Display Profile: The display product profile in the Poznan Fair for Shoes, Leather & Leather Goods is as given below:

Footwear	Leather Goods	Tech Product Group
Women's Footwear	Hand Bags	Leathers
Men's Footwear	Rucksacks	Materials & Machines
Children's Footwear	Suitcases, Travel Bags	Shoe Components and Accessories
Teenager's Footwear	Wallets and Purses	Purse Makers Accessories
Protective and working Footwear	Belts, Gloves & Headgears	Machines
	Leather Garments	

The Council organized participation of following 15 member-exporters from different regions. The stands for CLE India participants were allocated in Hall 5 the Fair, which was nearby the Main Entrance of the Fair. Size of each booth was 12 sq.mt. and total area of 192 sq.mt was allocated.

1	M/s. Amit Leather Co.	Mumbai	Footwear
2	M/s. Amit Leather Wears	Delhi	Leather Garments
3	M/s. Apex International	Delhi	Leather Garments & Leathers
4	M/s. Fancytex Global P.Ltd	Gwalior	Footwear
5	M/s. HKHR International	Agra	Footwear
6	M/s. Indian Handicrafts	Mumbai	Footwear
7	M/s. Indiana Exports	Mumbai	Footwear
8	M/s. Inspire Exim Pvt. Ltd.	Delhi	Leather Garments
9	M/s. Kunvar Overseas	Delhi	Leather Garments & Leathers
10	M/s. Marks Overseas	Delhi	Footwear
11	M/s. Model Footwear	Delhi	Footwear
12	M/s. S.K. International	Delhi	Footwear, Bags & Leather products
13	M/s. Shri Ramdev Exports	Mumbai	Footwear
14	M/s. Siddharth Exports	Noida	Footwear
15	M/s. Smriti Apparels P.Ltd.	Haryana.	Bags & Leather Garments

There was CLE Information Booth also in which CLE publications and publicity materials were displayed for wider dissemination of information about Indian leather & leather industry.

Shri K. Abdul Sattar Khan- Regional Director-South was Council's representative in this Fair to co-ordinate the organizational arrangements for participation of member-exporters and also to attend to the visitors in the CLE Information Booth. Shri Shubham Bansal from Exhibition India Pvt. Ltd. was also present and assisted all CLE participants in display of their products.

Interpreters were also arranged in CLE Information Booth to assist the participants in having interaction with business visitors during all the days of the Fair.

A view of CLE participants stands in the Fair



Outcome of the Fair:

--The Fair is mainly for Fashion accessories such as Textile Apparels, Scarves, hats, belts, fashion jewellery, leather garments, Shoes, leather goods etc.

- The Fair was opened for Business visitors from 9 A.M to 5 PM

. On the first day, the overall Footfall of business visitors to the whole Fair was good . There were several business visitors to CLE India Pavilion also, mainly for Leather shoes/boots and garments etc.

Most of the visitors were from fashion

industry and were, interested to provide their own designs for getting their products manufactured from India.

-It was generally informed by the business visitors that the economy of Poland is gradually recouping after

the global economic crisis. The cost of living in Poland is comparatively lower than other European countries. Income levels are stable and people have preference towards consumer products , clothing accessories including footwear and fashion leather products.

-Poland being a commercial hub for East European countries and also for some Scandinavian countries, there are business opportunities for exporting leather shoes, leather garments, leather goods etc to these countries from India.

-There were two visitors from Amsterdam to CLE Booth. They informed that Scandinavian countries, specially The Netherlands has preference towards Indian leather products and footwear in view of good quality leather, better designs and specialized skills in manufacturing. The Dutch importers would be interested to source leather products ,footwear , leather garments, gloves etc. from India.

-Overall the visitorship on the first day was good. Due to good weather in Poznan (sunny weather) much more number of business were expected by the organisers/participants.

-On Day 2 of the Fair also the overall footfall of visitors to Fair was good. There were several business visitors to participants in CLE India Pavilion.- According to participants the business visitors had general enquiries about products and prices and have shown some interest for sourcing.

-An importer from Warsaw region also visited CLE stand and he was interested in immediate sourcing of Wallets of medium prices for upcoming

ing Christmas sales. Accordingly, the information about Wallet manufacturers was provided for direct contact with concerned Indian companies. –

At our request, the Fair organisers have made arrangement for electronic display at the Registration Counters about CLE India pavilion, inviting business visitors to come to Hall 5 – Sector- E to meet Indian companies.

-The participants Profile booklets were also distributed to the business visitors at the Registration Desk for their information about Indian companies and their products.

On the third day also there were some business visitors, mostly from local and surrounding areas. Some logistic companies also visited CLE information booth and ascertained the details of Indian exporters for providing logistic support in bringing samples etc in the next edition. The Fair was concluded at 3 PM.on the last day.

Feedback of the Participants:

- As per the general feedback of the participants, there were good num-

ber of business visitors to the Fair as a whole and also to CLE India Pavilion on all the three days of the Fair. Member- participants had some business enquiries. According to information provided by the participants, the total business generated which was mostly in the form of future expected orders were to a value of about Euro 9,10,000/-.

- Business enquiries were predominantly for various types of Footwear and leather garments. Participants were hopeful of materializing such future orders in the near future and would continue the business contacts with interested importers.

Since there were more number of Footwear companies amongst Indian participants, it was opined that all the Footwear companies could be located in Hall-5 where only footwear companies from different countries have put up their stand. It will facilitate the business visitors interested in Footwear items to meet all companies in one Hall.

In view of more number of Indian participants under CLE India Pavilion, (more than Chinese participants which were only 10) the promotion of CLE India Pavilion in the Fair would have been very useful to attract large number of business visitors.

Many of the participants expressed to take part in future editions of this Fair. However, they opined that, the Fair organizers should be suggested to undertake more aggressive campaign in various magazines/media towards overall publicity of the Poznan Fashion Fair thereby promote visitor-ship to this Fair.

General Information:

a) Meeting held with Executive of Indo-Polish Chamber of Commerce:

-An informal meeting was held with Office Secretary of Indo-Polish Chamber of Commerce in the Chambers office to discuss prospects for export of Indian leather & leather products to Poland market. The information booklets, directory etc were provided to the

A view of CLE participants stands in the Fair



An overview of the BTS Fair venue.



A view of the Fashion Show held in the Fair.

Chamber for their reference for passing on business enquiries received from Polish importers for sourcing Indian leather products, footwear etc.

-The chamber agreed to extend all necessary support in future participation of Indian companies in this specialized fairs. It was also agreed that potential importers/wholesalers, distributors of various leather products, footwear, etc. in Poland would be invited through the Chamber for visiting India Pavilion and meet Indian companies.

- As per communication from Indian Embassy in Poland, the President of the Chamber Mr. J.J. Singh was expected to visit CLE pavilion and meet Indian participants. However, due to certain reasons, he could not visit. But he was contacted over phone and briefed about Council's participation in this Fair and the products displayed by Indian companies.

- The President informed that he will approach the Indian participants

through mail directly. He desired to have all information booklet about Indian leather & leather products industry, including Members Directory for reference and future contacts. These were sent through a representative of Indo-Polish Chamber of Commerce who visited CLE Information booth..

b) Meeting held with Executive of World Trade Centre- Poznan Chapter

An exclusive meeting was also held with Executive Secretary Of World Trade Centre of Poland , which was situated adjacent to Fair grounds.

-The details about Poland market for leather products, shoes etc. was ascertained and the prospects for exporting leather products and Footwear from India was also discussed. The WTC provided a Market study report of Poland market for Textile, Clothing and Footwear (TCF) for information and reference of the Council.

- The general information about Poland economy and overall market situation was also discussed and necessary material was obtained from WTC, for Council's reference and record.

-During the discussion , it was informed to WTC Executive Secretary about

the International Leather fairs held in India during which the Polish importers, buyers, wholesalers , distributors of shoes, leather products, accessories, garments, gloves etc can visit India and hold B2B meetings with Indian exporters.

- In this regard, the WTC agreed to identify few potential buyers /importers from Poland and will provide the information to the Council at a nominal service charges. The Council can screen their profile and invite such potential buyers/importers to visit India during the International leather fairs so that they could meet with Indian exporters and establish business contacts for sourcing leather products, footwear, garments etc from India.

c) Meeting held with representative of Polish Footwear & Leather Chamber

-An informal meeting was also held with representatives of Polish Footwear and leather Chamber of Commerce as well as the Leather Industry Institute of Poland, who had set up their stand in the Fair. Brief details about leather and footwear industry in Poland were also obtained . According to information, there are about 7000 Tanneries, Shoe units, upholstery and accessories units in Poland spread in different regions. These are predominantly SME units.

Poland is the fifth largest producer of footwear in Europe. The volume of the Polish market can be assessed at about 37 Million pairs of shoes per year. Polish Footwear is exported



Business visitors in a participant Stand.



Shri K. Abdul Sattar Khan, Regional Director-SR (left) with Mr. Tarun Lal Daluja -A member of Indo-Polish Chamber of Commerce, Warsaw (Poland) in CLE Information Booth



Shri K. Abdul Sattar Khan ,RD-SR with Ms.Paulina Molska, PR Manager in the World Trade Centre, Poznan.

to many European countries , such as Germany, Italy, Denmark, Netherlands, Czeck, Slovakia, Hungary, France, etc. About 26 Millions pairs of shoes are exported each year and this volume is still increasing.

Conclusion:

Polish economy is gradually improving and business prospects are also growing.

Being in the centre of Europe and having 38 million strong consumer market , Poland is the biggest in European Union. It is the strong Polish economy and the sound economic systems, that ensure successful economic performance of the investors.

Figures regarding economic and trade relationship between India and Poland are very promising. The presence of India Polish Chamber of Commerce will provide unique support and perspective on Poland , thereby facilitate dynamic relationship with India.

More-over the World Trade Centre, functioning in Poznan would also support in furtherance of business contacts between Indian and Polish Entrepreneurs in leather & leather products, including footwear.

In view of good response received by Indian participants in terms of business enquiries from the visitors during the Fair, It will be appropriate to organize participation of member-exporters in the BTS Fair of Shoes & Leather products mainly in September edition every year. Such continuous participation would facilitate establishing enduring business relationship with business enterprises not only from Poland but also from East European countries.



What are your strategies for Leather & Footwear products?

Bureau Veritas Consumer Products Services
Leather ■ Footwear ■ Accessories

Testing

- Physical Testing of Leather & Footwear
- Analytical Testing
- REACH & CPSIA Compliance
- California Proposition 65 Services

Audit & Inspection

- Inspection
- Factory Audit and Assessment
- Social Compliance
- Mold Prevention Program

Consultancy

- Risk Assessment for SVHC
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