

# theMICAM

theMICAM, August 31-September 3, 2014, Milan, Italy

A Report by Mr. A. Fayaz Ahmad, Assistant Director, CLE

theMICAM presented the best fashion footwear collections for Spring/Summer 2015

theMICAM is a leading international footwear exhibition, which takes place twice a year in fashion city of Milan. theMICAM is a premier global footwear fair for mid, top and luxury footwear and is an important event to showcase the collections of autumn/winter and spring / summer for the following year. theMICAM starts again, this time in August, with a revised layout and the challenges of its new position in the International trade fair calendar. theMICAM was held from 31st August to 3rd September 2014 at the Fiera Milano Rho, Milan, Italy, to present the best of the spring / summer 2015 collections of fashion footwear over 67511 square meters of exhibition space. A total of 1557 exhibitors have participated in theMICAM including 617 foreigners.

According to Mr. Cleto Sagripanti, President of theMICAM 'The numbers confirm theMICAM as the leading event in the industry at an international level, which is able to maintain good results year after year despite the difficult economic times, the delicate situation in Russia, and the shadows over the Italian domestic market". Mr. Cleto Sagripanti further said 'we are responding to changing markets by revising the events, which led us to choose a new exhibition layouts and especially new dates. This is a significant decision, made with the aim of optimizing how companies and buyers meet. Thanks to a better positioning of the event within the international trade fair calendar, the buyers can plan their purchases ahead of the time, while the exhibitors have the opportunity to organize their production with more time. Everything is ready for a new edition full of expectations; we expect a positive response from buyers, especially foreign ones. The protagonists are obvi-



ously footwear and high quality fashion collections that companies bring to the fair, thanks to a great capacity for innovation in design and technology".

theMICAM has strengthened itself as a business event as well as an international reference point for fashion footwear. The analysis of the latest trends in design, retail and consumers was the focus of theMICAM square, a new development this year. The space, housed in Pavilion 10, was a real and virtual square for the world of shoes, with unique and exclusive services for the footwear community. The square's calendar, centered on the theme Future Design Lifestyles for 2015/2016, offered events, seminars and presentations on inspirational trends and future trends for the fashion industry, the influence of consumer trends on production and retail for 2015/2016, innovative technologies for the retail industry, research and consumer loyalty, innovations in the use of colour and materials and in the sector of visual merchandising. TheMICAMsquare was the nerve centre and an ideal place to develop professional networks. theMICAMsquare

also hosted special dedicated kiosk for the fashion press.

## theMICAM in a new format

theMICAM presented itself with a new format and a reorganization of spaces that is homogeneous, modern and functional, designed to facilitate the visit for buyers. It's a change that will offer, through a new visual of the event, targeted themed routes dedicated to different product categories on display. In order to make the MICAM as point of reference at global level for the footwear sector as an essential business platform for the buyers, the spaces have been reorganized to better harmonize the offer of products, with the objective of enabling buyers to optimize their time at the Fair. A new layout has been developed that puts together collections belonging to clusters of products expressing corresponding lifestyles, and consequently, giving a new visual of the exhibition with thematic routes aimed to help visitors identify the various categories.

- Hall 1-3 was dedicated to luxury, for exhibitors in the top bracket with products for special occasions, par-

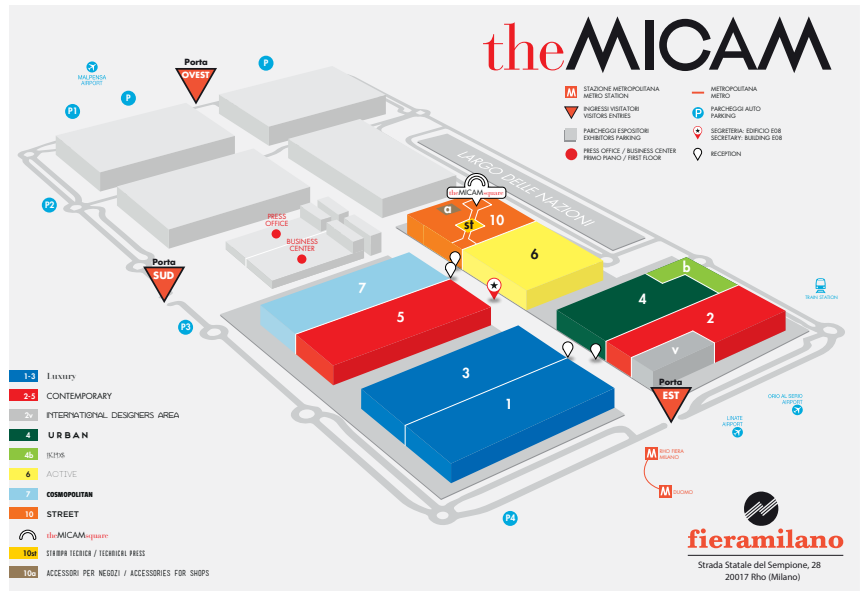
ties, opening, inaugurations;

- Hall 2-5 housed the contemporary section, with footwear companies in the mid-high bracket with great attention placed on fashion and design
- Sector 2V was dedicated to international designers
- Hall 4 called Urban for exhibitors with products in the mid-high bracket with classic sporty styles suitable for work and city life.
- Hall 4B is reserved for children's footwear.
- Hall 6 Active had concentration of exhibitors with a street wear style product, suitable for leisure time and active sports.
- Hall 10 Street presented the collections of exhibitors of sport/ fashion style footwear, with significant attention to young fashions.
- Hall 7 cosmopolitan had leisure footwear for free time, travel and comfort. The CLE India Pavilion was housed in Pavilion 7.

### theMICAM gets a head start

theMICAM welcomed international operators to halls on 31st August 2014 and presented a glamorous edition characterized by presence of old as well as new exhibitors and services. With new format, new layout, and rich contents together with new show dates has been made to allow buyers to plan their purchasing season in the most effective way possible, and the MICAM reconfirmed its international leadership and consolidates its universally recognized leadership as a premier footwear event. According to the fair organizer, theMICAM as ever was the most qualified and authoritative showcase of the new collections of top-of-the-range footwear. This dynamic and vital fair is the highest express of Italian creativity and quality. There were pavilions from France, UK, Turkey, Japan, Spain, Portugal, Morocco, Brazil etc to name a few.

The opening ceremony of theMICAM was held on 31st August at 11.00am, participated amongst others by Mr. Cleto Sagripanti, President of Assocalzaturifici (Italian Footwear



Manufacturers' Association) & theMICAM, and Mr. Enrico Pazzali, CEO of Fiera Milano spa. The special guest for the event was Minister for Foreign Affairs of Portugal Dr Rui Machete, accompanied by Ambassador Dr Manuel Lobo Antunes. Mr. Roberto Maroni, President of the Region of Lombardy, visited the trade fair pavilions of theMICAM.

The International Press Conference was held on 2nd September 2014. Mr. Cleto Sagripanti, President of theMICAM and Assocalzaturifici, Mr. Jean Pierre Renaudin, President, CEC-European Confederation of Footwear Industry, Miguel A Rojas Plascencia, Chairman of the World Footwear Congress Organizing Committee and Ms. Eugenia Girotti, Director of Assocalzaturifici have addressed the Press. The details of the World Footwear Congress scheduled to be held in the city of Leon, Mexico during Nov 24-25, 2014 was highlighted in the

Press Conference by Miguel A Rojas Plascencia

The MICAM brushed away all the worries and fears about the inconsiderate choice of earlier dates and heavy repercussions in struggling markets. Walking through the various halls in the show, these fears melted like snow in the sun, corridors full of people, great interest in the collections presented and dozens of languages spoken demonstrated the international flavor of the exhibition.

### Italy's market potential for India

Italy has a strong traditional trade relationship with India in leather sector. Italy is the 4th largest importer of leather and leather products in the world. In the year 2012, Italy's import of leather and leather products touched US\$ 9746.66 million. Italy is also the 2nd largest exporter of leather and leather products in the world, next to China. During 2012, Italy's ex-



At the press conference

port of leather and leather products was US\$ 21083.63 million, holding a share of 13.13% in the global import of leather and leather products of US\$ 160.54 bn.

A Statement showing Italy's import of leather & leather products, India's export and its share during 2008 to 2012 is appended below:

DETAILS	2010	2011	2012	2013
<b>Leather</b>				
Import	2287.06	2944.94	2559.36	
India's Export	126.14	166.29	147.15	177.17
% Share of India	5.52%	5.65%	5.75%	
<b>Leather Footwear</b>				
Import	3164.06	3572.96	3128.51	
India's Export	183.46	191.17	146.57	167.3
% Share of India	5.80%	5.35%	4.68%	
<b>Footwear Components</b>				
Import	867.04	1000.23	848.93	
India's Export	32.78	24.89	15.72	15.12
% Share of India	3.78%	2.49%	1.85%	
<b>Leather Garments</b>				
Import	242.23	278.88	219.65	
India's Export	59.59	71.41	61.92	60.08
% Share of India	24.60%	25.61%	28.19%	
<b>Leather Goods</b>				
Import	822.31	1118.97	1152.76	
India's Export	46.57	67.02	62.87	90.27
% Share of India	5.66%	5.99%	5.45%	
<b>Saddlery &amp; Harness</b>				
Import	35.71	37.73	33.7	
India's Export	3.73	4.01	2.93	4.38
% Share of India	10.45%	10.63%	8.69%	
<b>Non Leather Footwear</b>				
Import	1796.10	2119.842	1803.75	
India's Export	3.48	3.55	1.37	1.28
% Share of India	0.19%	0.17%	0.08%	
<b>Total</b>				
Import	9214.51	11073.55	9746.66	
India's Export	455.75	528.34	438.53	515.60
<b>% Share of India</b>	<b>4.95%</b>	<b>4.77%</b>	<b>4.50%</b>	

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

Out of Italy's total leather import trade in 2012, India accounts for a share of 4.50%. Importantly, Italy is the sixth largest global importer of footwear at US\$ 4932.25 million in 2012 and the fourth largest importer of Footwear from India.

India's export to Italy during 2013-14 was US \$ 515.60 million, an increase of 17.57% over the previous year. Out of India's total leather & leather products export to Italy, Footwear alone holds a major share of 35.63% in 2013-14. Hence, the Italy is considered to be an important market for India's footwear sector.

#### India Pavilion at theMICAM

The Italian Footwear Industry is regarded as the best in the world in terms of technology, innovation, design and quality. With a view to further develop business collaborations and marketing tie-ups between Indian and Italian entrepreneurs, the Council has been undertaking regular promotional activities in Italy, including participation in major international footwear fairs of Italy. Italy is the sixth largest global importer of Footwear at US \$ 4932.25 Million (2012) and has a global share of 4.79%. Although, India's exports of Footwear to Italy have touched US\$ 183.70 million in 2013-14, there is still immense scope to enhance India's share in Italy's imports.

As one of the market promotional efforts, the CLE has organized India Pavilion in theMICAM, held during 31st August to 3rd September 2014 under Market Development Assistance (MDA) scheme of the Department of Commerce, Ministry of Commerce & Industry, Government of India.



View of CLE Pavilion

A total of 10 footwear manufacturing companies have exhibited in the India Pavilion set up at the MICAM. Their names are given below:

1. Indian Leather Creations, Mumbai
2. Feet Care, Agra
3. Global Impex, New Delhi
4. Indiana Exports, Mumbai
5. Ampel, Chennai
6. HKHR International, Agra
7. Classic Leather Craafths, Chennai
8. Versatile Enterprises Pvt Ltd, New Delhi
9. Mani Associates, Mumbai
10. I.A. Leather (India) Pvt Ltd, Kanpur

## Stands in CLE Pavilion



*AMPEL, Chennai*



*Classic Leather Crafts, Chennai*



*Feet Care, Agra*



*Global Impex, New Delhi*



*HKHR International, Agra*



*Indiana Exports, Mumbai*



*Indian Leather Creations, Mumbai*



*I.A. Leather (India) Pvt. Ltd., Kanpur*



*Mani Associates, Mumbai*



*Versatile Enterprises Pvt. Ltd., New Delhi*

The profile booklet brought out by the Council was widely disseminated in the Entrance Area of the Hall, and other vantage positions.

The Council for Leather Exports (CLE) had an Information Booth in the India Pavilion at the MICAM. Mr. A. Fayaz Ahmad, Assistant Director, CLE, attended the event and made all the arrangements for organizing the India Pavilion, and coordinated with participant companies. Mr. A. Fayaz Ahmad, Assistant Director-CLE had interacted with stakeholder agencies – fair management, stand constructor firm and other related agencies / individuals towards smooth organization of the India Pavilion. The trade visitors had their general queries addressed from the CLE Information Booth. The publications and brochures were distributed to the visitors in the CLE Booth.

Mr. A. Fayaz Ahmad, Assistant Director-CLE, participated in the International Press Conference held on 2nd September 2014 and networked with leading press personalities in the International leather industry from Italy, France & Russia.

**Business Outcome:**



*Shri A. Fayaz Ahmad, Assistant Director-CLE, with a visitor*



*Shri A. Fayaz Ahmad, Assistant Director-CLE, with Shri Vipin Kuamr Seth, Convener, Footwear Components Panel, CLE at the CLE Information Booth*

As per the feedback received, the MICAM is considered to be the premium platform and showcase event to present their collections, and meet with prospective buyers as well as renewing contacts with their existing buyers. Besides, the MICAM provided first-hand experience to the participants to make current status assessment of Italian footwear market. India Pavilion had steady stream of trade visitors on all days of the MICAM and participants had business meeting with the visitors.

As per the feedback given by the participants, a combined total of 91 business meetings were held by the 10 participants with prospective buyers. The immediate business transacted was for US \$ 0.34 million. The participants have indicated that they expect the future business potential to be worth US \$ 0.90 million.

In terms of the participants' feedback, the Council's participation in theMICAM can be termed as positive and successful. Considering the importance of the Italian market to India, and theMICAM as a platform to showcase our products and network with international business community in the footwear sector, the CLE's presence at theMICAM with footwear manufacturing companies from various parts of India, is very much essential to promote exports and also to explore collaborations between India and Italy in footwear sector.

Mr. Cleto Sagripanti, theMICAM President said "we are the first in the world. The response from insiders was unanimous and exploded a myth that wants our country paralyzed by holidays in August. It's not true. But what is true is that exhibitors and visitors were really happy with the earlier dates that enable everyone to better plan their production. Even at difficult times like the present, theMICAM confirms its role as top exhibition in the world for importance in the footwear industry'

According to the event conclusion press release issued by theMICAM, the closing data of the event confirmed a reduction in visitors in light of the difficulties of the domestic market and the area of Russia.

'An edition of theMICAM closed today that looked to the future, in spite of the difficulties of the Russian market and the heavy shadow over internal consumption. We had a chance to

verify the effectiveness of the earlier date and new layout, and are increasingly convinced of having made a far-sighted decision for the promotion and development of theMICAM, confirming it as the key international event for the footwear industry and facilitating the work of buyers coming from all over the world. We are, however, looking for the positioning for the event that will take place in the second half of 2015, which might be slightly changed, while still remaining in tune with the international trade fair calendar, in light of the many suggestions and opinions shared with us in the last few days'.

This statement by Mr. Cleto Sagripanti, theMICAM President, summarizes the sentiment of the international footwear event, which closed with 34,176 visitors. The drop in Italian visitors continued, due to the persistent difficulties of the domestic market and, as predicted on the eve of the event, there was a particular drop in visitors from Russia, Ukraine and Kazakhstan, which penalised the total of foreign visitors. 'Our industry needs concrete institutional support', stated President Sagripanti, 'We no longer believe in promises and slogans: we count for 4% of the GDP and provide jobs for 100,000 people. It is unacceptable that not a single government representative was present at the trade fair, in spite of our invitations and reminders'.

'In addition to being a fundamental event for fashion and business, theMICAM is also and above all a major international project', continued President Sagripanti, 'In a few days we will in fact be opening theMICAMshanghai, which is preparing to become the only qualified event for Italian-made footwear in China. On the other front, we cannot conceal our concern about the deterioration of the situation in Russia, which is becoming increasingly tense and

sending out discouraging signals. This does not, however, mean that the companies will let themselves be intimidated by the situation: looking for new points of view, new markets and new opportunities is in our business' DNA and for our part, as an Association, we will do everything within our power to support this journey in search of solutions that can contribute to export growth'. theMICAMshanghai is scheduled to take place during 24th to 26th of September 2014 at Shanghai.

theMICAM also offered industry professionals numerous new services for making the most out of their visits to the trade fair. A business platform, but also a privileged observatory of the styles and fashion trends of the future, theMICAM dedicated considerable space to the analysis of the latest trends throughout the dense calendar of meetings and seminars that livened up theMICAMsquare, which has become a real hub for footwear industry professionals.

This edition of theMICAM also confirmed Assocalaturifici's efforts in the fight against counterfeiting: an especially effective initiative was the anti-counterfeiting desk, which was opened in collaboration with the Financial Police, as part of an agreement made with the Association. The aim of this initiative was to reinforce the synergy between companies, including through training and informational opportunities, as well as to plan initiatives for the sensitization of public opinion to the importance of anti-counterfeiting initiatives.

The next edition of theMICAM would be held from 15th to 18th February 2015 for the autumn/ winter collections. The Council would continue to participate in the future editions of theMICAM, to boost Indo-Italian trade in the footwear sector.

