

# A REPORT ON



29th

## India International Leather Fair

FEB 1-2-3  
2014  
CHENNAI

JULY 3-4-5  
2014  
DELHI

### Products on display

Machinery, Equipment & Technology  
Chemicals  
Footwear Components  
Finished Leather & Synthetic Material  
Leather Garments / Goods  
Publications & others

### Visitor Profile

Exporters & Importers  
Manufacturers  
Buying Houses/Agents  
Fashion Designers  
Opinion makers

Website: [iilfleatherfair.com](http://iilfleatherfair.com)

Organiser:

**INDIA TRADE PROMOTION ORGANISATION**

Pragati Bhawan, Pragati Maidan, New Delhi - 110001 (India)

New Delhi: Tel: 91-11-23371822, 23371319, 23371519

Chennai: Tel: 91-44-28554655, 28587297

E-Mail: [dsingh@itpo.gov.in](mailto:dsingh@itpo.gov.in), [krishankumar@itpo.gov.in](mailto:krishankumar@itpo.gov.in)

[kk@itpo.gov.in](mailto:kk@itpo.gov.in), [itpochn@md4.vsnl.net.in](mailto:itpochn@md4.vsnl.net.in)



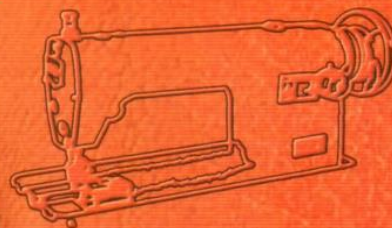
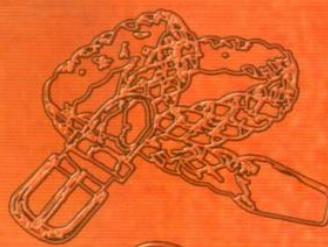
Co-sponsor:



**COUNCIL FOR LEATHER EXPORTS**

[www.leatherindia.org](http://www.leatherindia.org)

think  
leather  
think  
India



OTHER EVENT:

INTERNATIONAL  
LEATHER  
GOODS FAIR

FEB 28 to 2 MAR  
2014  
KOLKATA

## A Major Leather Event

India Trade Promotion Organisation (ITPO) organized the 29th edition of **INDIA INTERNATIONAL LEATHER FAIR (IILF)** in Chennai during February 1- 3, 2014. The fair was organized in close collaboration with Council for Leather Exports (CLE), Central Leather Research Institute (CLRI), Indian Shoe Federation (ISF), Indian Finished Leather Manufacturers and Exporters Association (IFLMEA), Footwear Design & Development Institute (FDDI) and. Indian Footwear Components Manufacturers Association (IFCOMA).

### Inauguration

**Shri E.M. Sudarsana Natchiappan**, Hon'ble Minister of State for Commerce & Industry, Government of India, inaugurated the Fair on 31<sup>st</sup> January, 2014 at 6.00 pm. The fair was open to business visitors from February 1-3, 2014.



### 29th edition of IILF' 2014 at a glance

Covered a net area of **9282 sqm** (gross area about **20,000 sqm**)

**385 exhibitors** including **90** from **18 countries**

Participation of domestic companies increased by 1.38% compared to 2013.

Group participation from **China, France, Germany, Italy, Spain** and **Thailand**

Other Participating Countries:

Bangladesh	Saudi Arabia	The Netherlands
Brazil	Spain	Turkey
France	Sri Lanka	UAE
Iran	Switzerland	United Kingdom
Portugal	Taiwan (R.O.C.)	



## Hall-wise Display Profile

Hall	Products on display
Convention Centre	Finished leather & Synthetic materials, Chemical & finished leather products
Hall 1(A, B, C)	Machinery & Equipment, Technology
Hall 2 -3	Chemicals, Footwear Components and accessories.
Hall 3A	Finished Leather, Synthetic material, Chemicals, Components



## Theme pavilion

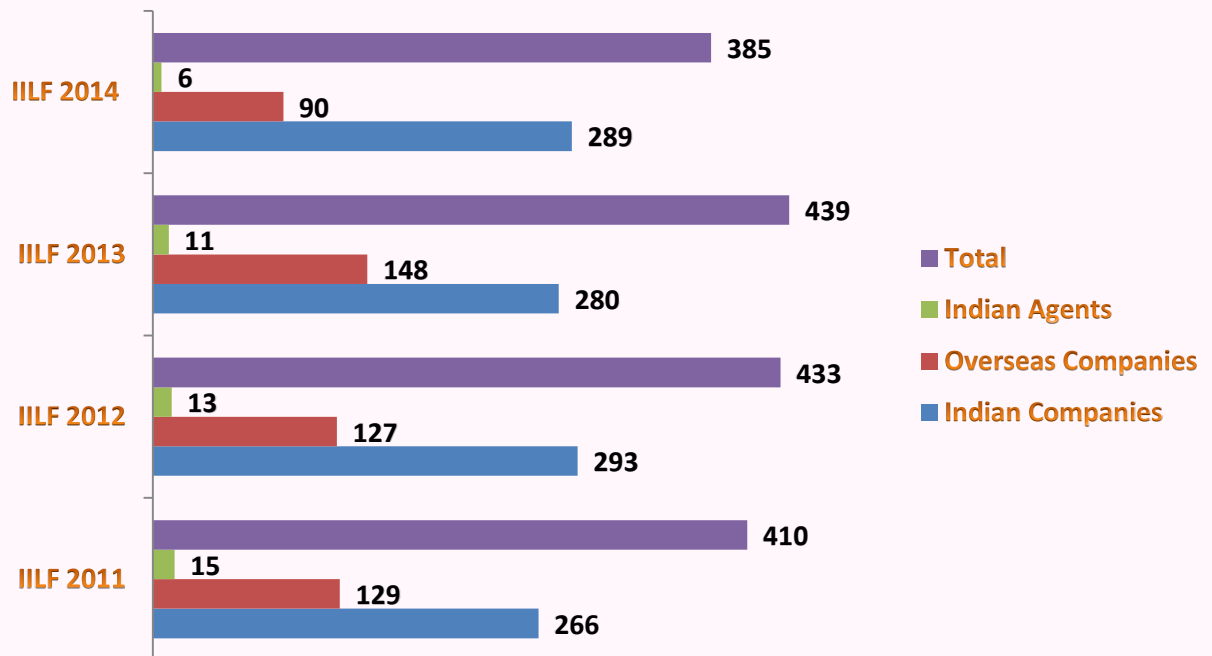


Global Leather Fraternity.

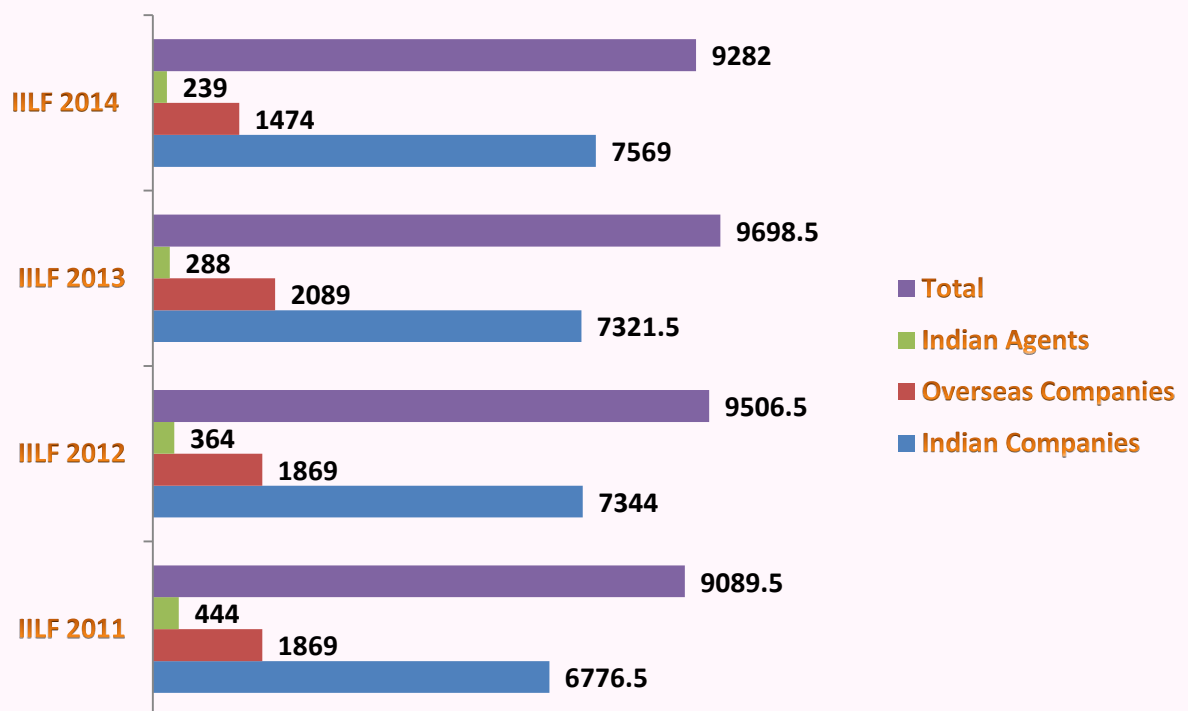
**ITPO-CLE-CLRI** in association with the **Indian Leather Sector** presented the Theme Pavilion **'EQUILIBRIUM'**, that demonstrated Indian Expertise in the Design and Development of exquisite and high Quality Leather ware from Finished Leather through to Leather Products. It was a showcase of the revolution in New Technology & Trends for the

## Brief Facts about IILF

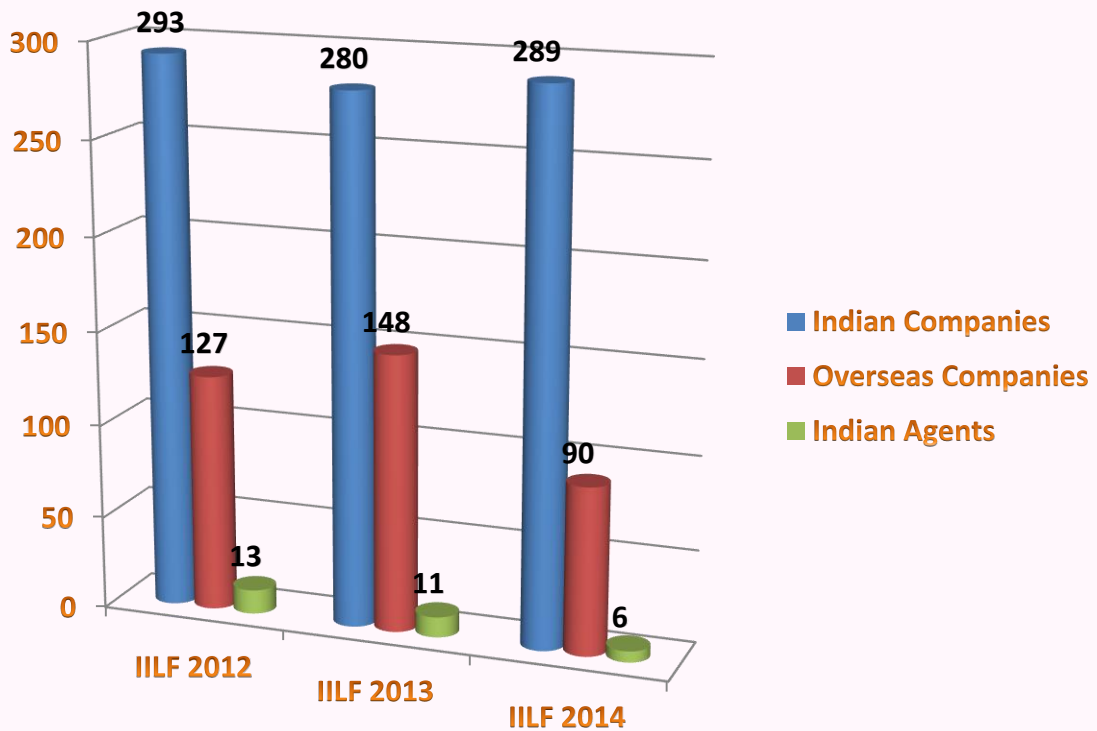
### Number of companies



### Area booked (in square meter)

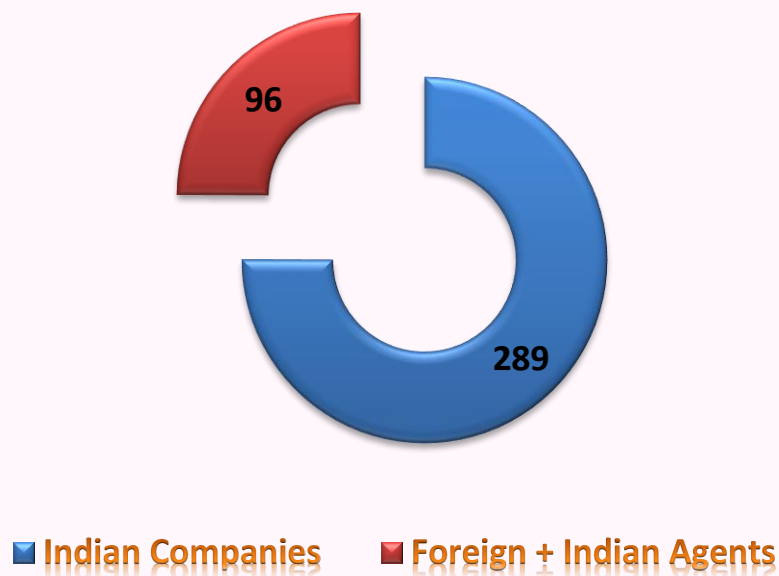


### IILF Chennai participation pattern over three years



### Break-up of exhibitors at IILF'2014

#### Number of Companies, IILF Chennai, 2014



## Business Visitors



**10,068** registered business visitors including overseas buyers visited the fair. There were **332** registered overseas business visitors from 48 countries, viz.

Argentina	Australia	Austria	Bahrain	Bangladesh	Belgium	Brazil	Canada
Chile	China	Denmark	France	Germany	Holland	Hong Kong	Israel
Italy	Japan	Jordan	Kenya	Korea	Malaysia	Mexico	Mongolia
Nepal	Netherlands	Nigeria	Oman	Pakistan	Poland	Russia	Saudi Arabia
Slovenia	South Africa	Spain	Sri Lanka	Sweden	Switzerland	Syria	Taiwan
Thailand	Tunisia	Turkey	U.K.	UAE	USA	Uzbekistan	Vietnam

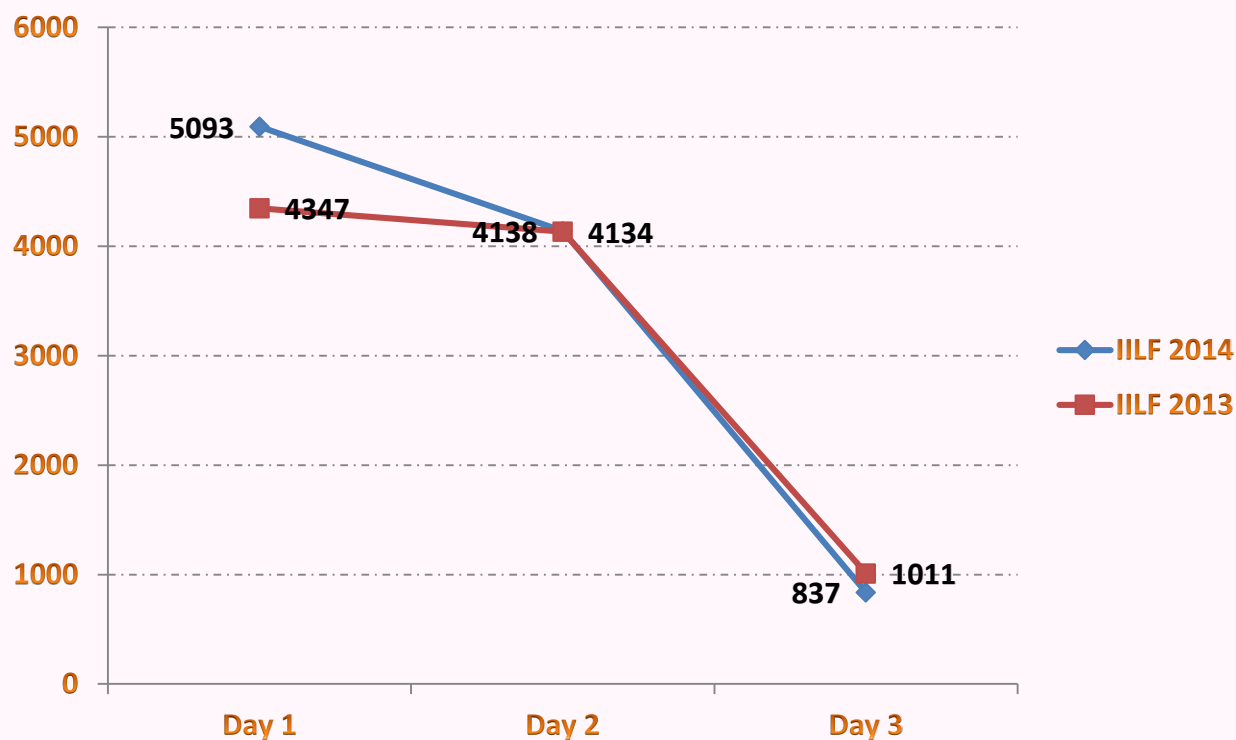


## Visitors to IILF Chennai- A comparative analysis

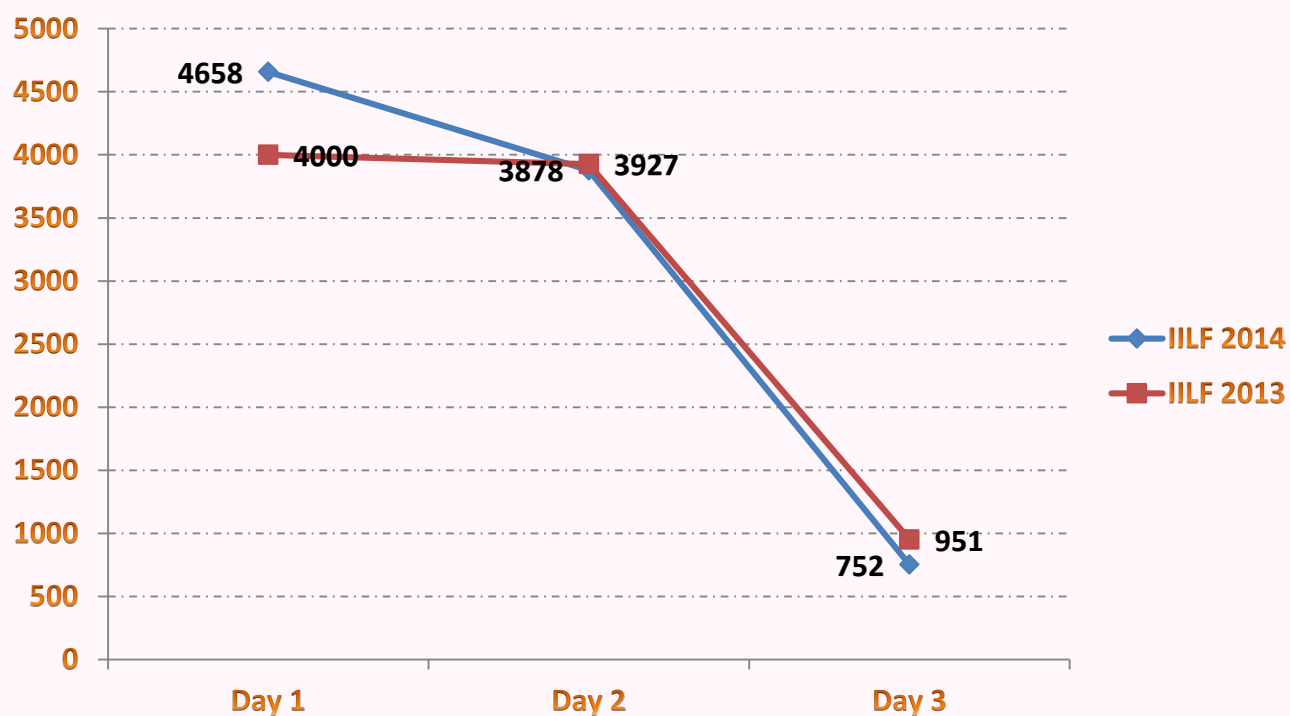
	IILF Chennai 2014					IILF Chennai 2013			
	DOMESTIC VISITORS	FOREIGN VISITORS	TICKET Sale	TOTAL		DOMESTIC VISITORS	FOREIGN VISITORS	TICKET Sale	TOTAL
<b>GRAND TOTAL</b>	<b>9188</b>	<b>332</b>	<b>448</b>	<b>10,068</b>		<b>8878</b>	<b>351</b>	<b>263</b>	<b>9492</b>

The number of visitors to IILF Chennai '2014 grew by **6.06%** over the 2013 edition.

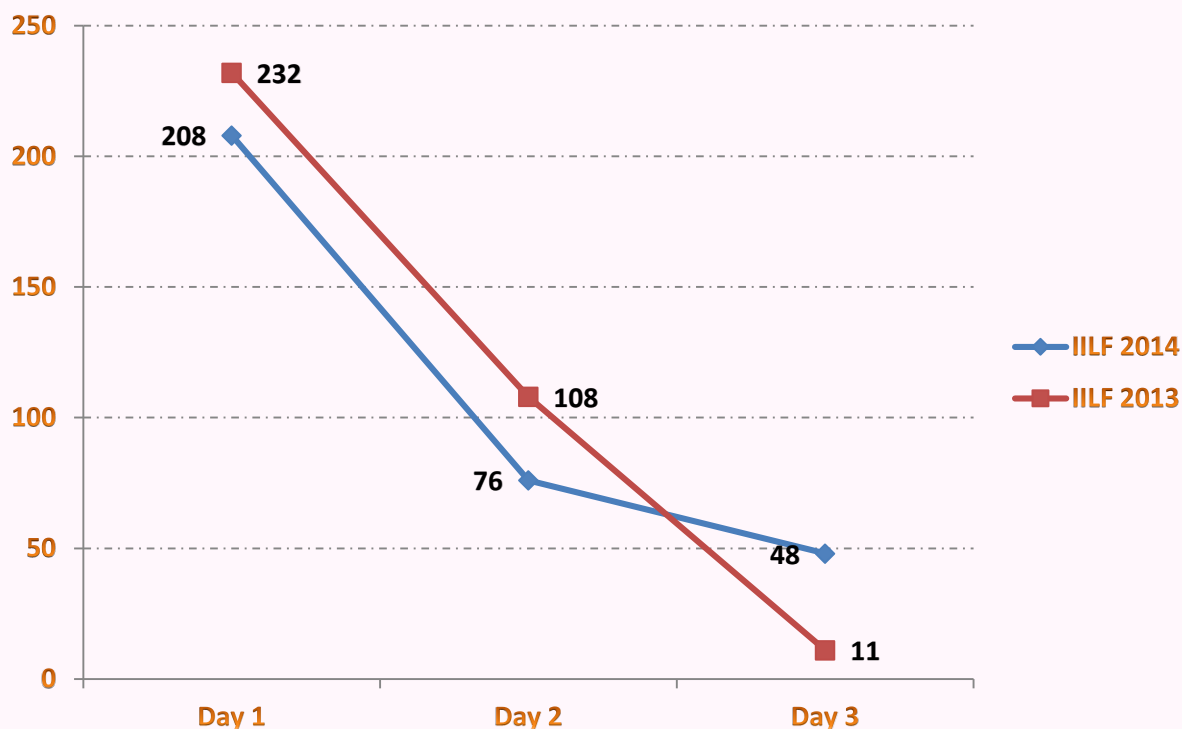
### Day-wise graphical analysis of the total number of visitors



### Day-wise graphical analysis of Visitors from India:



### Day-wise graphical Analysis of Visitors from abroad:



### Newsletter

A daily newsletter **IILF Happenings** was brought out on the days of the fair giving salient features and important happenings. This newsletter also contained a section on exhibitors' feedback and opinions about the fair. The newsletter was well received by exhibitors and business visitors.

### Online application process and IILF Website

The event website [www.iilfleatherfair.com](http://www.iilfleatherfair.com) was made more interactive and user-friendly. All prospective exhibitors were required to apply online. Exhibitors' profiles will remain active on the IILF Chennai 2014 website as a web catalogue, for an entire year.



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## **Feedback analysis**

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### **❖ Business Generated**

As per initial feedback received from exhibitors, the 'likely business generated' amounted to **USD 239.87 million** or **INR 14898.3 million**.

### **❖ Willingness of the exhibitors to participate again**

About 98% of the exhibitors have shown interest to participate again in the 30<sup>th</sup> edition of the fair scheduled from Feb 01-03, 2015 at Chennai Trade Centre which clearly shows high level of satisfaction in achieving the objectives of the participants.

The fair concluded on a successful note with a high level of satisfaction amongst the exhibitors as well as visitors.

## Impressions of Visitors/ Exhibitors

- IILF 2014 mirrors the Optimism and growth of the industry
- Customers willing to invest and find solutions for better product acceptability and for 'green technologies'
- Customers looking for Innovative solutions and articles

**Shri S Ashok, BASF, Mumbai, India**

- Been coming to IILF for over 20 years
- Quality of participants excellent
- More International participation; Better projection of Indian Leather industry

**Shri Sandeep Singh, TATA International Ltd.**

" I saw the Italian Machinery Manufacturers here in IILF, Chennai, India whom I did not see even in SIMAC:, Italy. This speaks volumes of the importance and growing stature of this Fair."

**Mr. MICHAL SPACEK, Scientific Technical Instructor  
International Shoe Competence Centre, Pirmasens, Germany.**

- Have been coming to this fair since its inception
- The fair has completely metamorphosed into an International fair of top quality business and products; facilities are very good including choice of food; Businesswise it is a "**must participate in**" fair

**Mr Carlo Katic, MOLINA BIANCHI, Italy**

- Been Coming to IILF for over 25 years
- Show is far more professional; Visitors to the fair are more International ; target audience is more International and widespread across the globe
- Good Response from Buyers especially in the Machinery Sector and Vegetable Tanning Extracts

**Shri Salman Parpia, Dharmsee Parpia**

- have been coming to IILF for about 20 years
- IILF has been instrumental in generating good business
- Business flowing in and more orders

**Shri Vipin Seth, Versatile Enterprises**

- I have seen 20 editions of IILF
- Bigger, Better and more International participation
- Newer Buyers and good business

**Shri Ketan Sanghavi, Sanghavi Shoe Accessories**

- Been participating for over 20 years
- Participation has increased exponentially; Overseas participants are huge now;
- More varieties of Exhibitors are participating;
- Latest Technology is on display; I
- A very interesting place for the industry to grow, improve their product and improve product performance
- A FANTASTIC FAIR where GLOBAL EXPOSURE is guaranteed and this helps the Industry in a MASSIVE way.

**Shri Avik Mukherjee, WILHELM TEXTIL, Chennai, India**

- Was completely surprised and absolutely thrilled to see the "THEME PAVILION" where the Latest Fashion Trends were displayed.
- Was under the impression that we had to go to Italy for Fashion Leather but completely changed my opinion after visiting IILF
- IILF is Huge and has all categories under one roof which is fantastic
- Looking forward for more collaboration with Indian companies

**Mr Fujimoto Mikio, Cricket Inc, Tokya, Japan**

- First time at the Fair
- Very impressed
- Theme Pavilion Excellent and gives a very good impression of the Indian Leather industry
- Convinced that Quality Leather Products can now be sourced from India
- Have established collaboration with an Indian company

**Mr Toshi Kuroda, Kuroda International Co. Ltd., Kagawa, Japan**

- First time at fair
- Mesmerized by the size and product categories
- Amazed at the level of participation and awareness in Indian Leather industry
- Very impressed by the level of IT penetration and knowledge in India
- New ideas gained from this fair

**Mr Jean Marc Pedeboy, Romans CAD, France**

- Very good fair and very busy fair
- Good quality exposure
- Lot of interest in our products especially SATRA TimeLine system
- Enquiries received to set up testing Laboratories which indicates a growing awareness to maintain quality and implement standardized testing systems
- Very successful fair and well organized

**Ms Christine Powley-Williams, SATRA Technology Centre, United Kingdom**

- All expectations at the fair met
- Very good enquiries and visitorship with many Indian Domestic buyers
- Excellent fair which is perfectly timed

**Shri GV Desikan, LANXESS, Chennai, India**

