

# events

## Buyer Seller Meet (BSM) in New York, USA, October 16-17, 2012 for Leather Garments, Leather Goods & Accessories.

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&  
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► The United States of America (USA) is largest market for Leather & Leather Products in the Global leather trade. USA's import of Leather and Leather Products touched US\$ 26574.65 million in 2010, accounting for a share of 19.26% in the World Leather Import trade of US\$ 137.96 Billion.

A Statement showing global import of Leather and Leather Products, USA's import and its share during 2006-2010 is given below:

Details	2006	2007	2008	2009	2010
Global import of Leather & Leather Products	119627.85	132166.17	140096.59	117432.64	137969.06
USA's import of Leather & Leather products	25607.91	25866.91	25648.20	22159.87	26574.68
% Share of the USA in global leather import trade	21.40%	19.57%	18.30%	18.87%	19.26%

Source: ITC, Geneva

• From the above table, it may be noted that the share of US Imports has accounted for a share of 18% to 22% in the global leather import trade during the period 2006 to 2010

### Product-wise Analysis

A Statement showing USA's import of Leather and Leather Products during 2006-2010 is given below:

Product	2006	2007	2008	2009	2010
Finished Leather	823.21	791.75	670.14	444.60	563.86
Leather Footwear	12785.39	12373.90	11971.58	10049.16	11559.03
Footwear Components	364.05	365.33	398.03	341.13	401.28
Leather Garments	983.34	853.04	641.87	437.24	483.63
Leather Goods & Accs	3262.84	3442.41	3461.48	2720.58	3246.51
Saddlery & Harness	338.51	375.22	372.25	312.17	348.40
Non-Leather Footwear	7050.54	7665.23	8132.82	7854.97	9971.94

Source: ITC, Geneva



## Observations:

- The USA is the world's largest importer of Leather Footwear, Leather Garments, Leather Goods & Accessories, Saddlery & Harness and Non-Leather Footwear. Hence, USA is the largest potential market for these Leather Products.
- Footwear, Leather Garments and Leather Goods & Accessories are predominantly imported into the USA, accounting for a major share of 95.05% in the USA's total leather import trade.

Major supplying countries of Leather & Leather Products to the USA

(Value in Million US\$)

Country	2005	2006	2007	2008	2009	2010
China	16213.55	17542.97	17722.31	17822.91	15944.49	19189.80
Vietnam	786.15	1057.83	1134.94	1321.68	1406.07	1798.70
Italy	1861.50	1946.74	2139.67	2030.76	1331.62	1521.39
Indonesia	616.77	578.88	491.68	518.29	544.72	728.37
Brazil	1202.04	1088.34	949.76	631.13	463.93	461.76
Mexico	392.38	402.24	370.58	385.96	360.10	441.52
India	318.36	317.59	311.21	359.22	296.37	335.11
Thailand	371.99	364.76	322.34	299.97	195.41	175.05

Source: ITC, Geneva

From the above Table, it can be seen that China is the largest supplier of leather & leather products to the USA, accounting a share of 72.21% in USA's total leather import trade. This is followed by Vietnam 6.77%, Italy with a share of 5.72%, Indonesia 2.74%, Brazil 1.73%,

## India-USA Leather Trade

- India is the 7th supplier of leather & leather products to USA accounting for a share of 1.26% in the USA's total leather import trade. (2010)
- During 2011-12, India's export of leather & leather products to the USA touched US\$ 439.27 million as against the export of - US\$ 348.13 million in 2010-11, recording an increase of 26.18%.
- During 2011-12, USA accounted for a share of 9.02 % in India's total leather export trade of US\$ 4868.71 million.
- India's exports to USA during first half of current year (April- September 2012) touched US\$.259.24 million recording an increase of 19.25% against corresponding period last year.

A Comparative Statement showing USA's global import of leather & leather products, India's export and share during the last Ten Years is tabulated below:

DETAILS	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Leather	968.68	887.17	776.26	843.38	859.28	823.21	791.75	670.14	444.60	563.86
India's Export	10.15	10.37	7.87	12.72	12.24	10.71	9.20	7.64	7.70	8.75
% Share of India	1.05%	1.17%	1.01%	1.51%	1.42%	1.30%	1.16%	1.14%	1.73%	1.55%
Leather Footwear	10159.37	10666.99	10999.58	11562.49	12115.27	12785.39	12373.90	11971.58	10049.16	11559.03
India's Export	77.63	81.48	80.64	93.18	121.16	121.01	132.43	158.74	120.88	135.84
% Share of India	0.76%	0.76%	0.73%	0.81%	1.00%	0.95%	1.07%	1.33%	1.20%	1.18%
FW Components	371.13	320.53	329.56	331.26	358.50	364.05	365.33	398.03	341.13	401.28
India's Export	8.54	4.35	2.02	1.54	2.00	0.88	1.95	3.36	0.86	0.92
% Share of India	2.30%	1.36%	0.61%	0.46%	0.56%	0.24%	0.53%	0.84%	0.25%	0.23%
Garments	1850.82	1543.32	1449.28	1250.38	1081.70	983.34	853.04	641.87	437.24	483.63
India's Export	90.56	47.96	46.83	46.34	45.12	36.12	27.76	22.20	17.04	21.39
% Share of India	4.89%	3.11%	3.23%	3.71%	4.17%	3.67%	3.25%	3.46%	3.90%	4.42%
Leather Goods	1977.84	2176.45	2315.61	2653.49	2930.73	3262.84	3442.41	3461.48	2720.58	3246.51
India's Export	90.86	89.15	98.80	112.88	116.02	128.12	123.86	155.02	137.97	154.55
% Share of India	4.59%	4.10%	4.27%	4.25%	3.96%	3.93%	3.60%	4.48%	5.07%	4.76%
Saddlery & Harness	157.39	164.21	201.74	235.94	289.34	338.51	375.22	372.25	312.17	348.40
India's Export	7.03	9.11	8.91	11.12	13.91	14.89	13.47	11.31	10.06	11.20
% Share of India	4.47%	5.55%	4.42%	4.71%	4.81%	4.40%	3.59%	3.04%	3.22%	3.21%
Non Leather FW	5478.92	5171.73	5083.52	5509.48	6433.10	7050.54	7665.23	8132.82	7854.97	9971.94
India's Export	2.12	4.02	6.51	12.62	7.91	5.26	2.54	0.93	1.86	2.45
% Share of India	0.04%	0.08%	0.13%	0.23%	0.12%	0.07%	0.03%	0.01%	0.02%	0.02%
Total Import	20964.15	20930.4	21155.55	22386.42	24067.92	25607.88	25866.88	25648.17	22159.85	26574.65
India's Export	286.89	246.44	251.58	290.4	318.36	316.99	311.21	359.2	296.37	335.10
% Share of India	1.37%	1.18%	1.19%	1.30%	1.32%	1.24%	1.20%	1.40%	1.34%	1.26%

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

# events

## Observations:

- India accounts for an import share of 1.26% in the USA's total leather import trade.
- India accounts for an import share of 4.42% in the USA's total leather garments import trade
- India accounts for an import share of 4.76% in the USA's total leather goods import trade

## Focus Marketing Programmes Implemented by the Council in the US Market:

The USA is the world's largest importer of leather & leather products, Footwear, leather Garments, Gloves etc .It is one of the major markets for Indian Leather & leather Products, accounting for about 10% share in India's total exports from leather sector.

Considering the huge potential of US market and the vast opportunities available for further enhancing India's exports in the US market, the Council had been organising the Focus US Programmes since 2002 under funding support from Department of Commerce, Govt. of India.

Such Focus market programmes included participation of our member-exporters in major international and specialized fairs held in USA, namely, WSA show and MAGIC show, organizing exclusive India leather shows, Buyer-Seller Meets etc in important trade centers.

## Buyer-Seller Meet for Leather Garments and Leather Goods & Accessories organized in New York on 16-17 October 2012.

Keeping in view the increasing trade between India and USA in leather Sector, the interest of our member-

exporters in undertaking aggressive business promotion efforts to tap the full potential of US market, CLE organised yet another Buyer Seller Meet in New York for two days on 16th & 17th October 2012.

- The Programme was organized with the financial support of the Govt. of India, Ministry of Commerce & Industry under the Market Access Initiative (MAI) Scheme, focusing on leather garments, leather goods, gloves & accessories.
- This is the fourth edition of such BSM programme organized in New York as part of Focus market programme in USA.
- The Council organized the Buyer-Seller Meet in New York in association with the Consulate General of India, New York .nd by engaging the services of a professional Marketing Agency based in New York.
- The BSM event was organized in Metropolitan Pavilion, Gallery Space, 123-W, 18th Street, 4th Floor, New York, NY 10011.(It was the same venue of previous BSM held in October 2011)
- The Council availed the services of NML International Inc to undertake overall coordination of the event and also for undertaking event publicity and buyer mobilization campaign targeting US Buyers/Importers/Brands/Departmental stores/Wholesalers etc., for their participation in the event and for holding business meetings with the Indian participants.
- The Buyer-Seller Meet was organized with a basic objective to provide the right platform for our Indian Exporters to display their latest product collection, meet potential US Buyers / Importers of Leather Garments and Leather Goods & Accessories and to hold one-to-one business discussions.

## The following Indian companies confirmed to participate in the BSM Event.

S.No.	PARTICIPANTS NAME	DISPLAY DETAILS
1	AALA GLOVES, Chennai	Leather & Leather Gloves
2	ALMIGHTY INTERNATIONAL, Vaniyambadi	Fashion Gloves / Golf Gloves
3	APOLLO INTERNATIONAL LTD, Noida	Leather Garments, Bags & Accessories
4	BEAUTY WEARS. Gurgaon	Leather Goods, Garments & Finished Leather
5	DECCAN LEATHER FAHIONS, Bangalore	Leather Apparel
6	G.P. EXPORTS, Kolkata	Leather Handbags, Wallets & Small Leather Goods
7	JALAN EXPORTS PVT LTD, Kolkata	Leather Bags & Wallets
8	KANCHAN VANIJYA PVT LTD, Kolkata	Handbags & Small Leather Goods
9	LEATHERHUNTE PVT LTD, Chennai	All types of leather goods & accessories
10	LEDER BIZ WORLDWIDE, Chennai	Garments & Leather Goods
11	MARSON LEATHER HOUS E, Chennai	Leather Garments & Finished Leather
12	ORIENTAL EXPORTS, Kolkata	Leather Bags & Wallets
13	OSCAR GLOBAL LTD, Noida	Leather Garments
14	SARU INTERNATIONAL PVT LTD, Gurgaon	Jackets, Blazer, Pants
15	SCARLET IMPEX, Kolkata	Handbags, Bag Pack, Satchel, Underarm Folio, Body Bags, Tote Bag, Wallet, Purses, C.C. Holder & Small Leather Accessories



16	SJM EXPORTS, New Delhi	Leather Garments
17	CENTURY OVERSEAS, New Delhi	Leather Garments & Goods
18	VOGUE N HYDE PVT LTD , Kolkata	Handbags, ladies and mens wallets and purses.
19	RAMJEE LEATERS & SUPPLIES, Chennai	Leather Garments & Leather Goods
20	ORION CONMERX PVT LTD, Gurgaon	Leather Garments & Goods /Accessories
21	HI FASN LEATHER PRODUCTS CO., Chennai	Ladies Handbags, Wallets etc.
22	S.K. EXPORTS, Mumbai	Ladies Leather Handbags
23	PROJECT CONSULTANCY SERVICES, Kolkata	Handbags, Mens & Ladies Wallets, Leather Accessories
24	ASG Leather Pvt Ltd, Kolkata	Leather Bags & Small Leather Goods
25	Metropoli Fashions Pvt Ltd, Kolkata	Leather Wallets, Purses, Bags
26	Sharma Leather Products (P) Ltd, Kolkata	Men's & Ladies Wallets, Handbags, Briefcases, laptop bags, travel bags & goods, gift items in leather
27	Leather Trend, Kolkata	Leather Handbags, Wallets, Purses & Gloves
28	Teja Industries, Mumbai	Wallets, Gift Accessories, Belts, Portfolios, Laptop bags, Messenger Bags, Holdalls, Trolley Bags
29	RR Leather Products Pvt Ltd, Chennai	Leather Jackets
30	Ultimate Fashion Maker, New Delhi	Leather Garments
31	C & R Leather Fashion Pvt Ltd, Kolkata	Wallets, Purses, Pouches, Handbags etc.
32	Overseas Leather Goods Company Pvt Ltd, Kolkata	Leather Bags, Wallets & Small Leather Goods
	Garments -7 / Goods - 18 / Goods & Garments -7	

The Council made all necessary organizational arrangements for the participating companies through the Marketing Agency. Necessary display accessories were provided to each of the participant, depending upon the products of display in the show.

From the Council's side, Shri K. Abdul Sattar Khan, Regional Director (SR) along with Shri Sanjay Kumar, Regional Director (NR), coordinated various arrangements relating to the two-day BSM.

#### **Inaugural Ceremony of BSM Event:**

The inaugural ceremony of the two-day Buyer Seller Meet, held at 10.00 am on 16th October, 2012 with the welcome address by Shri Tapan Nandi, Regional Chairman (East), CLE. Thereafter, the traditional ceremony of lighting lamp taken place by Shri. Sugandh Rajaram, Consul (Political, Economic & Commercial) and Shri Sambhu Amitabh, Vice-Consul, Consulate General of India, New York.

Shri Tapan Nandi, RC (ER), Smt. Revati Roy, COA member & Shri. Manoj Tuli, COA member & Convener -Leather Garments Panel, CLE also participated in the lighting of lamp ceremony..All member- participants and a few business visitors were present of the occasion.

Shri Sugandh Rajaram, Consul , CGI addressed the participants & Business visitors about the different initiatives of Government of India and assured all possible support from Indian Mission to the Council; and the Indian exporters towards exploring the business growth opportunities in US market. He visited each of the participants at their respective booths and discussed about various issues related to their export business , more particularly to US market.



*Shri Sugandh Rajaram, Consul (Commercial)- CGI, New York inaugurating the BSM by lighting of lamp*



*Mr.Sugandh Rajaram-Consul(Commercial)-CGI discussing with Participants*



Mr. Sattar Khan-RD-South (2nd from right) & Mr Sanjay Kumar, RD-North (extreme right) explaining about CLE publicity materials to Consul (commercial) and Vice-Consul



Mr, Sugandh Rajaram-Consul (commercial) discussing about product displayed in a participant booth

### BSM outcome:

On the first day of the event, there was slow footfall in the forenoon. But in the afternoon the visitors' response gradually increased. During the day, 44 visitors from different companies visited the show. According to the general observation most of the visitors were for leather garments and some of them were for leather accessories. For leather gloves, only few visitors came during the day. In the evening networking cocktail reception along with Indian dance performances was organized by NML International. Participants and Business visitors exchanged their business cards and interacted with each others



(From L to R): Shri Sattar Khan, RD-South, Smt. Revathi Roy, COA member, Shri Manoj Tuli, Leather Garments Panel Covenor, Shri Sanjay Kumar, RD- North, Shri Tapan Nandi- Regional Chairman-East, Shri Sugandh Rajaram, Consul, Shri Sambhu Amitabh, Vice-Consul and Marketing Assistant from CGI- New York

### View of business meetings/stands







*Business visitors during networking cocktail party*

On 17th October, 2012, the second day of the BSM also, there was slow footfall but in the afternoon the visitors' response gradually increased. During the day, 30 visitors from different companies visited the show. According to the observation, visitors were from leather garments as well as leather accessories. Some of the prominent garments companies like RANDA from Chicago, ARMANI, SWANK, CALVIN KELIN, FLORSHEIM visited the show.

Overall, the response of business visitors to the two-day Buyer Seller Meet was not as expected since only 74 serious business visitors actually visited the show, though there were confirmations from more number of business executives/CEOs of various importers/wholesalers, distributors etc, as per the information provided by the Marketing Agency NML.

However, the Indian participating companies had business meetings with those who visited the show and had established business contacts. According to the feedback of the participating companies, business enquiries generated were to value of US\$. 9,30,000. A few participants have indicated about possibilities to have follow up meets/visits to firm up future business collaborations in the US market.

The BSM has given an opportunity to the Indian participants to understand the size of the US market and the demands of the buyers. The participants opined that keeping in view the huge potentials the US market is offering, Council should include all product segments, including footwear in the future market promotion programmes/BSMs.

#### **General Feedback:**

Based on the general outcome of two BSM event and the feedback of the participants, the following are the observations:

1. Almost all participants were quite optimistic about the US market and found that huge potential is available for Indian leather garments and leather products and hence we need to exploit the market in a big way. It was opined that the show should be continued with more number of participating companies.
2. The stand construction need to be further improved, keeping in the view of the standard of US market. Hence, the presentation of stalls certainly need to be more attractive with standard built up booths. The booth should be spacious at least of minimum area with 9 or 12 sq. meters.
3. The product profile of the event should have more mix-up by including footwear, harness & saddlery. Keeping in huge demand in the US market it is imperative to expand product profile of the BSM event with a view to have wide range of products on display.
4. It was generally opined that CLE should freeze the date & venue for future event well in advance so as to make necessary preparatory arrangements including booking of Venue, pre-event publicity and buyers outreach campaign etc. However, the present location of the venue i.e., Metropolitan Pavilion is very appropriate & suitable.
5. There was general view to explore possibility of engaging some American marketing consultant/Agency along with the existing one for making more purposeful and result-oriented future trade events. The preparatory exercise of the event should be more aggressive with adequate overseas publicity. It should be closely monitored in order to ensure visit of maximum number of business visitors to such exclusive India Leather Trade events..

# events

## **Conclusion:**

Our sustained presence in the US market, backed by continuous and focused marketing programmes have culminated in an increased awareness of India's potential among US Buyers/importers. More-over large number of Indian Exporters are now becoming sensitized to the requirements of the US market. It is also worthwhile to mention that Indian Leather Industry is currently supplying to major brands of USA, besides supplying to retail giants like Wal-Mart etc., Thus, the export promotion events in the USA, particularly the stand alone events which is continuing since 2010 have played a significant part in the revival of

India's export to USA during 2010-11 and also 2011-12.

The USA is not only the largest importer but also has the unique features in terms of product requirement, quality, price, delivery schedules and specifically volume requirements. The Indian Exporters are now aligning themselves to be well-equipped for exporting leather products/garments/footwear etc to USA and sustain their export performance in the long-run. Thus the export promotion events in the USA need to be undertaken on a continuous and sustained basis in order to stay afloat and also to enhance our market share in the long run.

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