

CLE @ GLOBAL SHOES Trade Show, Düsseldorf, Germany, September 5-7, 2012

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Introduction

▶ As you may be aware, the GLOBAL SHOES the - leading Trade Show for Sourcing, held concurrently with the GDS-International Event for Shoes & Accessories is an important footwear trade event in Germany. The previous March 2012 edition (Autumn/Winter) of GLOBAL SHOES & the GDS footwear events was held during March 14-16, 2012 and had a total of 1206 exhibitors from 44 countries, with 926 at the GDS and 380 at GLOBAL SHOES. There were 23,150 visitors including an enhanced number of overseas visitors from countries like USA, UK, Portugal, Finland, Russia, Turkey, UAE, Lebanon, etc.

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The German Market - Germany is the second largest importer of footwear in the world with a share of 7.46% in the total global footwear import trade of US\$ 91.37 billion. Germany's import of footwear (leather and non-leather) has increased from US\$ 5.59 bn in 2006 to US\$ 6.81 bn in 2010, growing at a CAGR of 5.06%. India's export of different categories of footwear to Germany increased from US\$ 217.23 mn in 2006-07 to US\$ 353.77 mn in 2011-12, growing at a CAGR of 10.24%.

During 2010, India accounted for a share of only 4.21% in Germany's total footwear imports. Hence, there remains

considerable potential to enhance India's export of footwear to Germany in the coming years.

Council's Participation in the GLOBAL SHOES Trade Show, September 2012 Edition:

With the objective of further growing India's export of leather products, especially Footwear to the German Market, the Council had planned to continue the participation of Indian Exporters in September 2012 edition of Global Shoes Fair. As in the past the Council organized Group participation of Indian exporters of Footwear in a CLE India Pavilion in the September 2012 edition of the fair. The CLE information stand was visited by 31 overseas visitors from important parts of the world including Germany and collected all the publicity and promotional material kept on display.

Assistance to exporters under MDA Scheme:

The Council had included the Global Shoes Fair in the proposed MDA Annual Action Plan 2012-and submitted the same to the Department of Commerce.

What is Global Shoes?

GLOBAL SHOES is the international leading trade show for sourcing in Europe and is focussed on volume trading in all of his facets.

GLOBAL SHOES as a unique segment of GDS started in 2007 at a biannual trade fair. Before that GDS was the first trade fair in Europe which has recognized the potential of Asian market and opened the European market to exhibitors from Asia. It is located next to GDS and in the March editions in halls 16 and 17 whereas in the September editions it is held in halls 8a and 8b.

What is the concept of the tradeshow?

Through growing globalization and structural changes

within the international shoe market the area of International Basic has evolved as a very important and promising market segment within GDS. Before Global Shoes started, this important segment did not have its own communication and ordering platform. With GLOBAL SHOES occurring simultaneously with the GDS it offers a complete platform for to position oneself in the international market. The newly conceived Global Shoes trade fair has therefore a clearly defined goal: **to bring volume producers of the worldwide footwear market in contact with volume buyers.**

THE RIGHT PARTNERS ARE ON SHOW HERE

The full range of price points as well qualitative and fashion options are represented.

- Export-capable exhibitors only
- The most important companies in the shoe and accessories market – plus newcomers
- Up-to-date collections for the next season
- OEMs
- On-demand production
- Volume manufacturers
- Traders

Almost 400 high-volume companies from around 15 countries had presented their collections encompassing a full range of price points and a variety of quality and fashion options.

It is reiterated that 12 Indian Footwear Companies had participated in the CLE pavilion.

Visitorship to CLE pavilion

There were 120 very serious Business Visitors who held quality Business Meetings with the 12 Exhibitors from India resulting in on spot orders of orders worth about Euro 1.00 mn as well as future orders estimated at Euro 2.73 mn.

From INDIA, there were 12 Exhibitors through the CLE pavilion at GLOBAL SHOES

Sl. No	Company Name	Products of Display
1	Avalon International	Men's & Ladies summer sandals
2	B N Enterprises	Shoes
3	Excelsior Leathers Pvt. Ltd	Leather comfort Sandals
4	Lilybet Foot world	Men Leather Footwear
5	International Footsteps	Ladies & Men's Summer Sandals
6	K K Leather Mart	Men's & Ladies Shoes
7	QC International	Ladies Footwear
8	RAJ Shoes	Ladies leather sandals
9	Siddharth Exports Pvt. Ltd	Men's & Ladies summer sandals
10	Stylo Shoes	Summer Sandals
11	Toehold Artisans Collaborative	Kolhapuri Chappals
12	Varun Exports	Men's, Ladies & Kids Footwear



Mr. D.Saalai Maraan, the then Executive Director interacting with members at CLE information stand



A business visitor receiving promotional material from Mr.M.J.Jamal Md. Mohideen, Assistant Director, CLE



A business meeting in progress at a member's stand at Global Shoes



Mr. Saalai Maraan, the then ED in meeting at CLE stand with Ms Carla Costa of Expo Riva Schuh organizer at CLE stand

A MUST FOR MANY BRANCHES OF THE SHOE INDUSTRY

For manufacturers who produce large quantities within the consumer price segment global shoes offers the appropriate environment. GLOBAL SHOES is only open for trade visitors.

Visitor target groups:

- Importers/wholesalers
- Chain stores
- Discounters
- Hypermarkets
- Department stores
- Mail order / e-commerce companies
- Private labels
- Shoe manufacturers
- Suppliers
- Shipping and trade companies

Appropriateness and relevance

Almost all the participants agreed that this fair was appropriate and relevant to Indian Exhibitors as the potential for export to Germany was excellent.

Reason for participation

The overriding unanimity of all exhibitors was that this fair was a good opportunity for them to expand their business.

Display of Samples at the fair.

Numerous top class, innovative design studios and model creators were present in the Design Exchange Area. More than 15 internationally recognized designers and design studios, particularly from Italy, such as Lauro Design, Studio Luciano Monetti and Goretti Studio Design presented their latest ideas and concepts. In addition, new collection items could be purchased directly on site.

Indian Exhibitors had on display: Men's & Ladies summer sandals, Shoes, Leather comfort Sandals, Ladies Footwear, Ladies leather sandals, Kolhapuri Chappals, Men's, Ladies & Kids Footwear

Quantity. Plus quality.

The market backdrop is characterized by ever increasing competition in the industry. Increasing importance for future profits and success are derived for example from health-friendly materials on the one hand, and reducing development cycles on the other. This results in new challenges that are continually debated and discussed by trade professionals from the industry in a variety of forums within the global shoes program.



Furthermore, GLOBAL SHOES as a specialty trade fair also offers regional associations and organizations the opportunity to present themselves to an international audience.

