

## INDIA LEATHER DAYS

PARIS , FRANCE, FEBRUARY 28-MARCH 01,2013

A Report by O.P.Pandey, Regional Director & Pradeep Nandi, Export Promotion Officer, CLE

▶ France is the third largest market in Europe for leather, leather products and footwear after Germany and Italy with an annual import value of about USD 8 billion. India's export of leather & leather products to France has significantly increased from US\$ 174.03 million in 2006-07 to US\$ 304.23 million in 2011-12, growing at a CAGR of 11.81%. France as a market accounted for a share of 6.25% in India's total leather products export of US\$ 4.86 billion in 2010-11. Even though India's export to France has increased over the years , India has a share of only 3.53% in France's total leather import trade, hence there is considerable potential to enhance our exports across product categories, and enhance our market share.

As far as France is concerned, the Council has undertaken the following marketing activities in the past .

- Organised a Buyer Seller Meet in Paris, France during March 2004 with the participation of 15 member exporters.
- Organised the participation of 4 member-exporters in the Sept. 2006 edition of MIDECA fair held in Paris.
- 15 French buyers have invited to the Reverse Buyer Seller Meets held in India since 2007.
- CLE co-ordinated the visit of French Footwear Delegation from AFTIC (French Footwear Technicians Association) to India during April 16-23, 2011. The objective of the Delegation's visit to India was for analysis of the Indian shoe market in terms of production, organization, equipment in the factories, productivity, skill of the workers, quality of the raw materials and finish shoes, logistic in place (for export), and checking of imports requirements (minimum quantities, delivery time, grade of quality, e-connection with French buyers...). The Delegation comprised of leading footwear manufacturers, footwear distributors and suppliers, Footwear & Leather Press Group, and Technical Institution CTC. The delegation included leading French companies Aigle, Botolo, J M Weston, Arima, BOPY – Humeau Beaupreau, Mayzaud, Pare Gabia, Peigne, Fargeot, Repetto, Samson sas, Tchilinguirian, Plastigom – La Vague, Peter Blade, Exacoupe – cut west, French Technical Leather Centre – CTC etc. In all, the delegation comprised of 28 delegates. During the visit of the delegation, an interaction meeting with the members of the Council was held in Agra on April 16, 2011 wherein a detailed presentation on Indian Leather Industry was made. The delegation also visited few production units in Agra, Noida, Kanpur, Ambur, Ranipet and Chennai, and had interactions with the Indian companies. On the whole, the visit of AFTIC delegation to India which comprised of leading footwear manufacturers and suppliers was a very good beginning long term business relations with the French companies.

Though there are some product specific fairs in France, it was decided to organize a large scale stand alone event in



this country, in order to promote India as a major sourcing destination for high quality leather & leather products. Accordingly, the proposal for organizing India Leather Show in Paris was approved by the Ministry of Commerce & Industry, Govt. of India under Market Access Initiative Scheme (MAIS).

### The Show Dates

The dates of the Show was fixed during February 28 – March 1, 2013, that is, immediately before the MIPEL Fair in Italy for Leather Accessories scheduled during March 3-6 2013, so that the participants of both MIPEL & MICAM Show can participate prior in the India Leather Show in Paris. There was tremendous response from member-participants for participation in the India Leather Days event with 60 companies initially confirming their participation in the event and 47 companies eventually participating.

### Pre - event activities

M/s Strategide, an agency based in France was engaged as the marketing agency for the event. The agency undertook an exhaustive marketing campaign which included the following.

- Circulation of a well designed Invitation Leaflet on the

event which contained basic information on the event and brief product profiles of the participants along with the registration slip. Such printed Invitations along with the invitation letter of the Indian Embassy were sent to 906 French buyers.

- Follow up calls and e-mails were sent to 845 major companies and 742 manufacturers, importers, wholesalers and points of sale on leather and leather goods.
- Well designed advertisements were published in the following print and web-based magazines:
  - JOURNAL DU TEXILE
  - ESSENTIEL CHAUSSURE
  - ESSENTIEL MAROQUINERIE
  - HEBDO CUIR
  - FASHION DAILY
  - FASHION MAG
  - CHAUSSER MAGAZINE
- Details of the India Leather Show along with the exhibitors list and their products of display were hosted in the Council's website [www.leatherindia.org](http://www.leatherindia.org). The details of the show were also hosted in the website of the marketing agency [www.strategide.com](http://www.strategide.com), with a provision for online registration of buyers.

## The French Market

The marketing agency Strategide had undertaken a detailed market study on the French leather sector and import prospects. The highlights of the study are given below.

- France is the world's 4th largest exporter and 6th largest importer in the leather sector. French exports represent 3.4% of the world's exports and 6.2% of global imports.
- The French leather sector represents a turnover of 3647.60 million Euro, distributed between 248 companies and 25,460 employees. As far as production of leather and leather products in France is concerned, shoes represent the major chunk of 52% followed by garments (10%), leather goods (9.4%) and miscellaneous items (gloves, furnishing etc.,) – 28.6%. USA is the major market for French exports.
- As far as tannery/leather dressing/leather and processed raw skins are concerned, the turnover in France of these segments were at their highest level at the end of 1980s but eventually reached their lowest at the beginning of 2000 but have been reviving since 2006. France is now the 9th largest importer in the world for processed leather (According to ITC, Geneva statistics, the import of leather in France has gone-up from USD 385.35 million in 2006 to USD 433.68 million in 2010)
- French exports of luggage and leather goods has gone-up from Euro 2458 million in 2005 to Euro 2889 million in 2009. USA and Japan are major markets for French export of these items. At the same time, import of luggage and leather goods has also gone-up from Euro 1441 million in 2005 to Euro 1719 million in 2009. China (46.50% market share) and Italy (26%) market share are the major supplier of these items to France. India is

the 6th largest supplier, representing 2.2% of the total French imports.

- As far as leather goods are concerned, its consumption in France (both imports and domestic supply) has gone-up from Euro 1814.50 million in 2001 to Euro 2526.50 million in 2009. Handbags (65% share) hold a major share followed by small leather goods (16%), trunks, suitcases and other luggage items (6%), belts (5%), others (5%) and leather watch straps (3%). Schoolbags, briefcases, belts, watch-straps, suitcases are the products the least manufactured by France. For instance, belts represent 5% of the products made in France while it represents 21% of sold articles in terms of volume.
- The Shoe production in France falls on average by 14.6% in terms of number of pairs since 2000. Import of Shoes increased by 38.6% between 2000 and 2009. In terms of number of pairs, women's shoes represent 48.3% market share, followed by men's (28.7% share) and children (27%) share. For the Spring Summer season, the women demand aims towards smart shoes with low heels and front-opened. For men, the strongest demand is for low smart shoes, summer and tennis shoes, and low sports shoes. China has about 50% share of shoe imports.
- As far as gloves are concerned, France imported 41 million pairs of gloves as against its export of 12.3 million pairs. In the case of Leather Garments, France is the 3rd largest importer in the world

The country's leather product manufacturers and exporters could well take a close look at the French market to spur exports in quantity and value terms. The growing dependence of France on imports, especially for luggage, shoes and other leather products, throws open a lot of business opportunities for all the developing nations including India.

France has to be viewed as a potentially interesting market by exporters from developing countries especially India. All we need is the right kind of product at interesting prices to target a larger pie in this, The design and manufacturing capabilities has to be tuned in keeping in mind the importers interest and market conditions.

As of now, France accounts for nearly 6.25% share of India's total leather products export. The other major markets for India are Germany with a share of 12.73% of total leather products exports, UK 12.52%, Italy 11.74%, US 9.06%, Hong Kong 10.99%, Spain 6.48%, Netherlands 3.31%, Belgium 1.78%, UAE. 1.79%, Australia 1.20%. These ten countries including France together accounts for nearly 78.50% of the country's total leather products export.

## The Show

The India Leather Days event took place at Parc Floral in Paris, Hall Cyprès, Hall Cèdres, Hall Chênes Route du Champs de Manoeuvre, 75012 PARIS during Feb' 28-March 1 2013.

The Show with 47 exhibitors from India and coordinated by Shri O.P. Pandey, Regional Director & Mr. Pradeep Nandi, Export Promotion Officer, presented a high-class independent trade show, which especially aims at manufacturers, importers, wholesalers, buyers and professionals of the Industry of Leather. Shri R. Ramesh

Kumar, Executive Director, CLE also visited the event and interacted with the participants.



*The entrance to the hall*

The event was inaugurated by His Excellency Shri Rakesh Sood, Indian Ambassador to France at 9.00 a.m. on Feb. 28, 2013. On this occasion, the Executive Director, Shri R. Ramesh Kumar, IAS was and Shri Anshuman Gaur, First Secretary, Embassy of India , Paris were also present .



*His Excellency Shri Rakesh Sood, Indian Ambassador to France inaugurating the show*

In his welcome address, Shri R. Ramesh Kumar explained in detail the objective of the organizing the show. He told the participants that the business environment in

France is very conducive for the Indian suppliers and the participants should take advantage of that.



*Shri R. Ramesh Kumar, ED, CLE delivering the welcome address*

In his inaugural speech the His Excellency Shri Rakesh Sood, Indian Ambassador to France informed about the status of the Indian leather industry and how they can enter in French market. He stressed upon the participants to exploit the business environment in France and wished them a good business trip.



*His Excellency Shri Rakesh Sood, Indian Ambassador to France addressing the participants*

### The show was attended by the following 47 companies.

Sl.No.	Name of the Company	Products displayed
1	Aala Gloves, Chennai	Leather Gloves
2	Apex International, New Delhi	Leather Garments
3	Arvind Footwears Pvt. Ltd., Kanpur	Ladies Shoes, boots & sandals
4	Ayman Tanning Component P Ltd, Kolkata	Leather Handbags, Skins & Hides, Accessories
5	Bazaar Konnections, New Delhi	Hand Bags
6	Bharat Enterprises, New Delhi	Bags, Belts & wallets
7	Bicrossing India, Chennai	Finished Leathers
8	Century Overseas, Delhi	Leather Garments & Goods
9	Chemgems (India) Pvt. Ltd, Kolkata	Handbags, Wallets, Small Leather Goods

10	Cinturones Alvi (India) Pvt Ltd; New Delhi	Bags, Wallets, Belts
11	Contemporary Leather Pvt. Ltd., Chennai	Hand bags & small leather goods
12	Deccan Leather Fashions, Bangalore	Men's & Ladies Leather Garments and Bags
13	Deeya International, Kolkata	Leather & Fabric Bags
14	Devanshi Exports Pvt. Ltd; New Delhi	Stoles & Scarves
15	Ecoline, New Delhi	Bags, scarves & shoes
16	Elahi Exim India Pvt. Ltd., Kolkata	Handbags & small leather goods
17	Excel Exims, Kanpur	Safety shoes upper & buffalo leather
18	Exotic Fashions Pvt. Ltd., Kolkata	Leather bags & small leather goods
19	Falah Exports, New Delhi	Leather Garments, belts, men's wallets
20	Fashion Folio, New Delhi	Bags
21	Farida Prime Tannery Pvt. Ltd., Chennai	Shoes
22	G.P Exports, Kolkata	Handbags & wallets
23	Global Impex, New Delhi	Ladies & kids footwear
24	Green Apple Leather Design, Kolkata	Bags & wallets
25	H.R.Enterprises, New Delhi	Leather Garments
26	Habeeb Tanning Company, Chennai	Finished Leather & Shoe Uppers
27	Hi Tech Leather Garments Bangalore Pvt. Ltd., Bangalore	Leather Garments
28	I.S. Exports, Kolkata	Handbags & wallets
29	Inspire Exim Pvt. Ltd., New Delhi	Leather Garments
30	Jalan Exports Pvt. Ltd., Kolkata	Handbags, Wallets & accessories
31	JC International Ltd, Kolkata	Leather Goods
32	Jiwanram Sheodutrai Industries Pvt. Ltd. Kolkata	Leather bags, wallets, fashion gloves
33	KD Orient Impex, Mumbai	Leather Garments
34	Leatherman Fashion Pvt. Ltd. Kolkata	Leather Handbags, wallets, purses
35	M & M Exports, Kolkata	Wallets
36	Maple Exports Pvt. Ltd., Kolkata	Small leather goods
37	MIG International, New Delhi	Leather Bags and Garments
38	Nadeem Impex, Kolkata	Leather bags & wallets
39	Osman Shariff, Kolkata	Small Leather Goods, Ladies bags & travel bags
40	Prakash Impex, Chennai	Leather Garments
41	Ramjee Leathers & Supplies, Chennai	Leather Bags and Garments
42	S.K.Exports, Mumbai	Ladies Leather Handbags
43	Saroj International Leathers Pvt. Ltd. New Delhi	Bags & Leather Garments
44	Siddharth Exports, New Delhi	Footwear
45	Tristha Creations Pvt. Ltd., Kolkata	Handbags
46	Vinain Enterprises, Kolkata	Bags & Wallets
47	Vogue N Hyde Pvt. Ltd., Kolkata	Handbags & Wallets

Besides, the following companies who had confirmed their participation in the event could not participate due to unavoidable circumstances.

- 1) Varun Exports, New Delhi
- 2) Bose Creations & Exports, New Delhi
- 3) Kesma Impex Pvt. Ltd., Mumbai
- 4) Orion Conmerx, New Delhi
- 5) Hi Fasn Leathers, Chennai
- 6) Stuiopelle India Pvt. Ltd., Chennai
- 7) Viralli Enterprises, Chennai



*His Excellency Shri Rakesh Sood, Indian Ambassador to France visiting a booth. Shri Ramesh Kumar, Executive Director, CLE is at right.*



*His Excellency the Indian Ambassador visiting another booth*

## BUSINESS MEETINGS AT THE SHOW



# events

Global Impex, New Delhi



Shri O.P. Pandey, Regional Director ,CLE (CR) (left) at CLE booth

Deccan Leather Fashions, Bangalore



A view of display of products





despite satisfactory registrations of 209, the buyer turnout was relatively low. This may be due to a combination of reasons namely inadequate representation from the shoe sector and also the on-going economic recession in Europe, on account of which India.

According to feedback obtained from participants a total of 103 business meetings were held with the buyers. Expected business worth Euro 1,00,000 were generated during the event. The general feedback of the participants is that the French market has very good potential but very aggressive marketing and appropriate event format needs to be planned for future events.

**Conclusion :** Though the turnout of buyers was less than expectations which may be due to a combination of factors including recession in the European market, the French market nevertheless has the potential for enhancing our exports and with more aggressive marketing, we will be able to achieve more penetration in this important market.

According to the marketing agency Strategide, a total of 209 buyers had registered for the event through various modes namely website and reply coupon but eventually 106 buyers attended the event. According to the agency,

