

CLE'S PARTICIPATION IN THE SPOGA FAIR

COLOGNE, GERMANY SEPTEMBER 8-10, 2013

By O.P. Pandey, Regional Director (CR), CLE

History of Saddle & Harness manufacturing in Kanpur & the initial participation in the SPOGA Fair (Germany) since 1978.

Harness & Saddlery goods are the Horse riding & driving equipments, being manufactured in Kanpur since more than 100 years. It started in the 19th century by British India Corporation (BIC) in the 'Harness Factory' presently known as Ordnance Equipment Factory at Kanpur, to cater to the needs of the British Army and Police. The raw material for these products was also been manufactured in the Cooper Allen Tannery (another BIC unit at Kanpur, currently known as TAFCO). They had a comprehensive training programme for the local workers & artisans by the then British experts for Tanning & Saddle making within these two respective factories, whose generation now form the major workforce of the present day Saddlery industry in Kanpur & Unnao region.

By virtue of Kanpur & neighbouring Unnao's specialization in vegetable tanned buffalo hides (from which harness leather is made) which is the main raw material for Harness & Saddlery goods and due to the trained manpower available in these cities, it has become the only region in India to manufacture Saddlery & Harness goods. It may be surprising for many that all the Saddlery manufacturing units are highly labour-intensive and 100% export oriented. Harness & Saddlery comprises of a very wide range of products running into more than 1000 different items. In addition to the traditional leather equipments, it also includes metal hardware, nylon & textile items, such as horse rugs/blankets and also the riding apparel and the specialised riding boots, etc. Majority of metallic hardware, cotton webbing and the saddle trees used as components are manufactured in Kanpur

by ancillary units.

In the late seventies some of the progressive exporters of Harness & Saddlery products started visiting & exhibiting their products in SPOGA fair at Koln (Germany) through STC (State Trading Corporation of India Ltd;) to expand their business horizon. At that time SPOGA used to be predominantly a sports goods fair and the big names like Adidas & Puma were the main German exhibitors at that time. Only a few German companies used to exhibit Saddlery & Harness goods in SPOGA fair at that time. But, due to some major reason the giants like Adidas & Puma had boycotted this fair and shifted their participation in a big way to ISPO Fair in Munich, followed by the exodus of the remaining small players, due to which SPOGA gradually got converted into world's major Equestrian fair from a prominent Sports goods fair.

Today India's participation in terms of number of exhibitors from any country is the highest in this fair, followed by Germany. India's current export of Harness & Saddlery products is about 690 Crores and the growth rate is 12%. In quantity terms India is the largest producer of Saddlery & Harness goods in the world.

GERMAN LEATHER INDUSTRY :

The German Leather Industry is represented by the Verband der Deutschen Lederindustrie.V., German Leather Federation (VDL), which has a total membership of 50 companies that represent approximately 95% of German leather production, employing an estimated 2000 workers. These plants comprise 13 larger ones (with a turnover of more than €25 million and more than 50 employees) 17 medium sized ones (with a turnover of more than €10 million and between 50 and 20 employees) and 20 smaller plants with less than 20 employees.

VDL as an industrial trade association provides professional services to its members and represents the interests of the industry towards government bodies as well as the related supplier and purchaser industries.

The biggest companies in the German leather sector are the suppliers of automotive and furniture upholstery leather. Then there are 2 larger companies for shoe upper and bag leather. One company is a contract tannery only that does hides until wet blue & crust. About 15 tanneries do the whole process from raw hides or skins until finished leather. Some tanneries do offer contract works for third parties. 35 tanneries start the process from semi finished hides or skins in the wet-blue or crust state and do the re-tanning, dyeing and finishing only. All but 3 companies qualify as SMEs; all are limited companies and the large majority is still family owned.

The producers of goat and sheep leathers as well as wool on lamb skins are among the smaller group of companies with less than 20 employees. Of the total production more than 90 % consists of calf skins and bovine hides. The rest is goat, lamb and deer skins for garment, gloves and shoes and some salmon skins for diverse uses There is also one fully equipped tannery at the Lederinstitut Gerberschule Reutlingen, the national training, research and testing center for the leather industry in Germany . This tannery facility is used primarily for teaching purposes, but it is also used for a certain amount of commercial activity.

The German leather producing industry is no longer one of the largest internationally, but it is still the 3rd biggest producer in the European Union behind Italy and Spain and before France and UK. It has special-

ized in the production of high quality leathers for the automotive and the furniture sector. One of its comparative advantages is the proximity to the German premium automotive companies such as Daimler Benz, BMW, AUDI and Porsche.

Germany is not just a centre of quality leather production, but as well has a world class concentration of leather expertise - in research, innovation, teaching, training, consulting, trading and design - with organisations such as the Lederinstitut Gerberschule, Reutlingen and the Forschungsinstitut für Leder- und Kunststoffbahnen, Freiberg.

Aside from this some of the worlds leaders of suppliers of chemicals for leather processing are located in Germany which companies such as BASF, LANXESS, TFL just to name the biggest which ensure a tight network for innovation and research in the leather industry.

Germany Import Potential :

Out of Germany’s total leather import trade, the import share of various leather product categories are as under:

Finished Leather	8.08%
Footwear (leather & non-leather and compts)	75.96%
Leather Garments	4.67%
Leather Goods & Accessories	10.18%
Saddlery & Harness	1.09%

Hence, the Germany market is a potential market for exports of footwear, leather goods & accessories and leather garments.

Germany is the third largest importer of leather & leather products in the world accounts for a share of 7.51% in the global leather import trade of US\$ 159.89 billion in 2011.

- India presently accounts for a share of 6.09% in Germany’s total leather import trade in 2011.

Out of Germany’s total import, the import share of various leather product categories exported from India are as under:

Leather Garments	27.43%
Leather Goods & Accessories	14.08%
Saddlery & Harness	16.85%
Footwear (leather & non-leather and compts)	4.14%

Germany’s import of leather and leather products increased from US\$ 8660.24 million in 2007 to US\$ 12011.34 million in 2011, growing at a CAGR of 8.5%.

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India – Germany Leather Trade

Germany is the largest importer of leather & leather products from India. During 2012-13, Germany accounted for a share of 12.60% in India’s total leather products export of US\$ 4996.91 mn.

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SPOGA TRADE FAIR :

The international trade fair for the equestrian sports...

Spoga horse meets the needs of the international retail market with the right mix of products and services – and twice a year at that! A successful concept, impressively proven by the growing numbers of visitors and exhibitors to the event. Spoga

Horse is the perfect industry meeting point: Innovative ideas, important information and a modern infrastructure quickly get the equestrian experts talking!

Spoga Horse 2013 at its best...

International Trade Fair for Equestrian Sports closes with good results – innovations for spoga horse spring already in the planning

The spoga horse again confirmed its position as the internationally leading trade fair for equestrian sports this autumn. A total of 387 exhibitors from 29 countries used the spoga horse as a platform to present their novelties. The products on offer ranged from apparel for horse and rider, equestrian sports equipment, saddlery and leather goods to care and health products as well as feedstuff.

Traditionally, Spoga Horse Autumn takes place parallel to the gardening and leisure fair Spoga+Gafa . Estimates for the last day of the fair included, the fairs attracted a total of 36,800 trade visitors from 115 countries to the exhibition centre in Cologne from 8th to 10th September.

Apart from the comprehensive range of exhibitors and the high level of internationality the top-quality products and the attractive fringe events also kept visitors in high spirits. The results of the visitor survey were correspondingly positive: 75 per cent commented the range exhibited at Spoga Horse Autumn in a positive way. Besides, about 75 per cent of respondents were satisfied or even very satisfied with what they had achieved with their visit. 86 per cent said they would certainly or probably recommend visiting the fair to a close business associate.

Spoga Horse Autumn 2013 in figures:

A total of 410 (spoga horse autumn 2012: 392) companies from 29 (29) countries participated in spoga horse autumn, 78 (76) per cent of them from abroad. Among them were 85 (88) exhibitors and 4 (6) additional companies from Germany as well as 302 (282) exhibitors and

19 (16) additional companies from abroad. Including estimations for the last day of the fair, spoga horse autumn and spoga+gafa 2013 counted 36,800 visitors (36,300) from 115 countries (103). Trade visitors from abroad accounted for 58 per cent (58).*

* All numbers have been calculated according to the guidelines of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM).

FOR VISITORS

Industry meeting point...

It is one of the world's most important ordering trade fairs for this industry and a date on the equestrian calendar that nobody wants to miss. With more than 66 percent of suppliers coming from outside Germany, it boasts an impressive international standing. Everything for the horse and rider is to be found here, from clothing, helmets, shoes and boots to saddles and bridles, grooming products, foodstuffs, accessories and services. Together with an attractive programme of accompanying events, a visit to spoga horse is a unique experience for any equestrian enthusiast.

FOR EXHIBITORS

A market place and more...

There is a reason why spoga horse is regarded as the most important ordering trade fair for the equestrian industry: around 95% of visitors who attend are involved in purchasing and procurement decisions. A simpler and more efficient way to do business will be hard to find. The pleasant atmosphere, impressive infrastructure and attractive programme of accompanying events make every moment here an enjoyable one. spoga horse in Cologne – It's where you need to be!

EVENTS

The trade fair has a lot to offer, with a top-notch supporting program in addition to what is on the exhibitor's stands.

Spoga horse Innovation Awards: the winners

The presentation of the spoga horse Innovation Awards was again part of this year's programme. For the 13th time, the trade magazine Equitrends and Koelnmesse awarded prizes to the best products of the industry. This year, there were prizes to be won in the three categories 'horse & stable', 'rider' and 'saddlery & equipment'. A total of 49 manufacturers applied for the coveted award, the expert panel of judges finally nominated 15 products for the final selection. Every day at 12 o'clock the selected products were presented to the expert panel and trade visitors at 'Innovations in 60 seconds', as the vote of the trade visitors accounted for one third of the final results. The winners were finally announced on 10th September, 12 o'clock: "And the spoga horse Innovation Award goes to...". The winner in the category 'horse & stable' was Prestige Italia S.P.A. with the bridle 'CAPRI'. CASCO International GmbH succeeded in the category 'rider' with the helmet 'PRESTIGE air', while EQUIScan e.K. became the winner in the category 'saddlery & equipment' with 'EQUIScan – Horseback'.

M/s. Hamraz Traders, Kanpur one of our member-exporters was awarded for their continuous participation in the fair for last 25 years.

COUNCIL'S PARTICIPATION IN SPOGA 2013

India is a strong player in the global trade of equestrian Harness & Saddlery products, being the third –largest exporter of Saddlery & Harness to the world with a share of 8.04% in the global import of US\$ 1093.82 million. Germany is the second –largest global importers of Harness 7 Saddlery items, with its imports increasing from US\$102.77 million in 2007 to US\$ 131.65 million in 2011. India's export of Harness & Saddlery items to Germany have also grown from US\$19.87 million in 2007-2008 to US\$ 22.19 million in 2011-12.

With the aim of enhancing our market share in Germany and also to project our brands in this country, the Council organized a "Group Participation" of the following 25 m

manufacturer-exporters of Harness & Saddlery from Kanpur and booked an area of 316 sq.mtrs. :-

1)	Kings International Ltd.
2)	Adros International
3)	Olympia Exports Pvt. Ltd.
4)	Taj Export Corporation
5)	Equestrian India
6)	MEGATAACK
7)	Mars Impex
8)	Minimax Engineers
9)	Ansi Exports
10)	Leather Wave
11)	A & Z Exports
12)	Gallop Exports Pvt. Ltd.
13)	Ruksh Enterprises
14)	Excel Impex
15)	A.S. International
16)	Guts & Glory Leathers
17)	Jamiq International
18)	Silverline Tack Inc.
19)	Florid Enterprises
20)	Young Stallions
21)	KAVA Exports Inc.
22)	A.T.O. Exims Pvt. Ltd.
23)	Euro Plus
24)	Hamraz Traders
25)	Kurubh Saddlery

Council's Information Stand

Shri O.P. Pandey, Regional Director was the CLE co-ordinator for CLE the Group Participation of 25 member-exporters in the fair who was assisted by Shri A. Poorajan, Export Promotion Officer.

Shri R.Ramesh Kumar, IAS Executive Director, CLE also visited the fair to oversee the participation in this fair as CLE participation of the fair was after a long gap. The Executive Director interacted with the participants and discussed about the arrangements made by CLE and whether they are satisfied with the CLE initiative for the group participation.

All the Council's publications/magazines i.e. Brochures of the Council (in both languages English & Germany), monthly magazine "Leathers New India" August issue, book on Indian Leather Industry, Member's Exporter's Directory, Facts & figures, Catalogue Booklets containing profiles of the participants in Spoga Fair were displayed at the booth and dis-

tributed to the business visitors.

Two interpreters were also engaged who have attended their duties as per their assignments and were very helpful to all the participants.

Visitors at CLE'S Stand

The Consul (Commercial) from Consulate General of India, Frankfurt Mr. Surender Kumar visited the Council's stand on September 9,

2013. He visited the fair and interacted with each of the Indian exhibitors and other member-participants of Indian Pavilion. He showed keen interest in our products as well as in display arrangements.

SNAPSHOTS



Shri R. Ramesh Kumar, ED-CLE (2nd from left) & Shri Surender Kumar, Consul (Com) (3rd from left) interacting with Shri Shalkil Mirza of Megatack



Shri Ramesh Kumar, ED CLE seen with Mr. Rais from Jamia International. Shri O.P. Pandey, Regional Director, CLE (CR) is at the left



Shri R. Ramesh Kumar, ED, CLE visiting the stand of a participant



Shri R. Ramesh Kumar, ED-CLE & Shri Surender Kumar, Consul (Com) discussing a point with Shri Asad Iraqi, Aki India Pvt. Ltd



ED-CLE presenting CLE's monthly magazine LEATHER NEWS INDIA to Shri Surender Kumar, Consul (Com), CGI



Mr. Khursheed Anwar, Ms. Hamraz Traders receiving award for their continuous participation in Spoga for last 25 years



Shri R. Ramesh Kumar, ED-CLE with the awardee Shri Khursheed Anwar of Hamraz Traders



Mr. Samad from A.S. International with a buyer



Shri R. Ramesh, ED-CLE & Shri O.P. Pandey, Regional Director (CR), CLE at the stand of a participant



Shri R. Ramesh Kumar, ED-CLE & Shri Surender Kumar, Consul (Com) interacting with Shri Taj Alam, Kings Intl



Shri O.P. Pandey, Regional Director (CR), CLE & Shri A. Poorajan, AEPO at CLE's Information Booth



Shri O.P. Pandey, RD, Shri Khursheed Anwar, Shri Surendra Kr, Consul (Com), CGI, Shri R. Ramesh Kumar, ED, CLE and Shri Ashwani Pandey, Koelnmesse India



Shri O.P. Pandey, RD, CLE interacting the Fair Organiser Personnel



Shri R. Ramesh Kumar, ED, CLE & Shri Surendra Kumar, Consulate General



Stall of Silverline Tack Inc



Stand of A & Z Exports



Stand of Leatherwave



Stand of Mars Impex



View outside the exhibition hall

Products displayed by all the Exhibitors :

1. Equestrian Sports
2. Furniture & Home Items
3. Grill & barbecue segment
4. Indoor/Outdoor Ambience
5. Camping & Leisure, Sports & games

Business Booked by the Member-participants :

The spot business order booked by our member-participants worth Euro 336000 approx. & expected further orders booked Euro 815000

approx. This is as per the feedback received from our participants.

Observations/Conclusion:

The Council group participation of the 25 members under the MAIS was a great success. The participation was after a long gap. During the discussion with participants they expressed their gratitude to the Council for this initiative. They desired that CLE should participate and each and every edition of the Fair.

CONCLUSION :

As per the willingness of our mem-

bers, we may consider our participation in the next edition of the fair scheduled to be held in February 2013.

Suggestions:

- 1) Considering the response in this edition and request from the participants, Council may consider to increase the number of participants to 45 in the September 2014 edition.
- 2) Members during the interaction expressed interest to participate in the February 20-14 edition also.