

CLE Participation In Fashion Access Fair

MARCH 30-APRIL 1, 2016, HONG KONG,



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Fashion Access fair was held at Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong from 30th March to 1st April, 2016 at Halls 3D-G and Concourses. It may be known as Asia-Pacific's leading international fair for head-to-toe fashions including bags, footwear, leather garments, luggage, small leather goods and lifestyle accessories. The fair was proven to be an ideal platform for sourcing the trendiest and best quality medium to high-end fashion products. Held twice a year, the March 2016 edition of the Fair showcased collections for the upcoming Autumn-Winter season. With the event being located in the important global trading centre Hong Kong both exhibitors and buyers gain instant access to one of the largest sourcing hubs in the world. Many Chinese companies & stores also throng the fair and hence this event presented an excellent opportunity to exhibitors to establish mutually beneficial business contacts.

Business Visitors through the Fashion Access Fair at Hall 3



Asia's leading fashion accessory trade show



AXA International, Vaniyambadi does

INDIA proud

by winning the **Best of APLF Award 2016** in Hong Kong on the occasion of MM&T and Fashion Access Fairs 2016



In picture: Mr Akbar Basha, Managing Director of AXA International is receiving the Award from Mr Olivier Guilleman, Chairman, BoAA Awards, APLF

What Happened at #APLF16



The Complete Supply Chain

from Raw Materials & Manufacturing to Fashion Accessories under One Roof

The leather sector is facing a challenging outlook in the face of soft demand in all sectors except for the buoyant automotive sector. The industry is subject to a world economy seeking direction with growth forecast at 3.4% for 2016 by the IMF – down from 3.6% last October – and China's National Congress setting a "battling" growth objective of between 6.5% - 7.0% this year.

Since last year's event, raw material prices declined by around 40% to their low in July 2015 and benchmark Texas steers are still around 35% off the peak in March 2015 indicating that prices are still trading water. As was noted at this stage last year – leather had succeeded in pricing itself out of the market and opened the door to cheaper oil-based synthetics. This is still the case as the crude oil price is now languishing under US\$40 per barrel and large stocks of lower grade semi-finished leather are only just starting to stimulate demand at what are bargain prices, for example, for splits for sole leather.

The slowing Chinese economy has also muted demand for commodities across the board as prices slumped. Consumer demand in the world's main developed west-

ern markets has also been muted such as the US and Europe – +2.2% and almost flat in Q4 2015 respectively. The shine has also gone from the Latin American economies that are primarily dependent on commodity exports such as oil, grains, copper, iron ore as well as beef and leather. However, luxury brands are still doing well as rich consumers continue to spend whereas statistically in the USA, real household income is now lower than at the turn of the century by around 3.5%.

This is the backdrop against which APLF - MM&T 2016 was held.

Supply, demand, prices, China - all was discussed and business negotiations took place in Hong Kong where the Meeting Place of the Global Leather Industry – or APLF - MM&T – was held for three intense and searching days. APLF, a joint venture between UBM Asia and SIC, offered business opportunities and a platform for diverse opinions from peers and competitors alike about how the leather sector is evolving with a dynamic ASEAN bloc coming to the fore and the giant Trans Pacific Partnership that is now ready to be launched in the near future.

Focus Country for 2016 – Turkey



Turkey has once again taken the strategic decision to participate at MM&T as Focus Country. In order to overcome the economic difficulties Turkey's leather sector is facing, the country needs to lift its image and make the most of its presence at APLF which it is doing by being the 2016 Focus Country. Turkey's marketing approach this year is called "Art Meets Turkish Leather". Turkey set out with the idea of bringing together artists and designers who had not worked with leather and double face and to give them the challenge of working with leather for the first time. Prominent artists whose work is showcased in modern art museums and galleries, Kemal Tufan, Gunnur Ozsoy, Ebru Yilmaz and Yucel Kale, got closer to leather as a material and formed a strong bond with it. This extraordinary approach in the use of leather aims to elevate the perception of it as "leather". It also created an opportunity to form and enhance a "leather friendly" consciousness in the art and design world.

This was an initiative that was seen for the first time at MM&T as leather continues to move further away from being a mere commodity to a precious and sustainable material now touching the world of art and design in countries such as Turkey.



As a must-attend event APLF - MM&T is for leather technologists, technicians, purchasing managers, designers and fashion professionals. These groups seek inspiration and innovation where material trends, manufacturing and machinery companies were present. MM&T is the definitive leather fair to find new suppliers for the complete spectrum of leather manufacturing.

This year there were 1,064 exhibitors from 48 countries and regions which include 24 group pavilions from 18 countries including Bangladesh, Brazil, China, Egypt, Ethiopia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Pakistan, Spain, Taiwan, Turkey, UK and USA. Some 16,000+ buyers were present during the three days of the fair.

The Organisers extended a special welcome to a new exhibiting country at this year's trade fair – Zimbabwe, which included five companies that exhibited their leathers and leather products. Zimbabwe was present for the first time as a national unit. It is interesting to note that the background to the decision to exhibit on the international stage offered by MM&T in Hong Kong has its roots in the International Trade Centre (ITC) – a United Nations agency.



Fashion Access - Fall-Winter 2016-17 Collections

Sourcing and Subcontracting Fashion Accessories

With Fashion Access taking place concurrently with MM&T at the Hong Kong Convention & Exhibition Centre, finished product manufacturers exhibiting at Fashion Access visited their suppliers sourcing their components and materials directly at MM&T. Conversely, the synergy between the two fairs onsite was strengthened as MM&T exhibitors could also go to Fashion Access to view the latest fashion trends under the same roof. In this way APLF as a whole reflected the complete supply chain of the leather and fashion accessories manufacturing sector.

In addition, Fashion Access was the prime venue in Asia where to source mid-priced fashion accessories from both Asian and international suppliers. These accessories include bags, handbags, travelware, footwear, leather goods and their small leathergoods such as purses, phone cases and wallets.

But Fashion Access is not just about sourcing fashion accessories. The international buyers that visit the fair are seeking reliable outsourcing services from OEM manufacturers as well as ODM and OBM services to create high quality, fashion-driven collections from their own well-researched in-house designs.

Fashion Access offers much more...



In today's competitive retail and design environment boutiques, retailers, wholesalers and even department stores need to discover inspiration and fresh design and style ideas for their upcoming collections. They need to be able to specify to their subcontractors exactly what they expect so that collections and individual products can be customised and manufactured to the standard required.

This is why Fashion Access offers more than just a regular trade fair where ready-made products can be sourced. It is an extra dimension where buyers input their ideas and inspiration to the expert subcontracting companies offering such services onsite.

There were over 361 exhibitors, 7 international group pavilions from 25 countries. This international presence was formed by exhibitors from Australia, Bangladesh, Brazil, Cambodia, China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Madagascar, Malaysia, Nepal, Netherlands, Pakistan, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand, United Kingdom, USA and Vietnam.



In Fashion Avenue – a space in the fair dedicated to design conscious accessories – there were over 68 brands on show as well as in the Start-Up!, Design Studio and FA Atelier sectors for young and upcoming designers where they showed their creations to potential buyers.

In addition to the unique nature of Fashion Access for brands to source and sub-contract from OEMs and ODMs, a series of ancillary events were held at Fashion Access such as the second edition of the Global Footwear Retail Conference that took place on the morning of 31 March 2016 with a focus on global trade and trans-pacific partnership, the millennial fashion consumer, and the future of footwear e-commerce.

There were also be two trends seminars presented by renowned trends forecasting companies from France namely Nelly Rodi to speak on S/S17 fashion and consumer trends and Lambert + Associates to speak on F/W 16 fashion Accessory trends making it a completely integrated event for the trade and fashion professionals that visit the fair.

A round up of a busy and eventful first day at APLF concurrent trade shows

Material and Fashion Trend Space: A must-see signature attraction presented by APLF in collaboration with reputable Comité Français de la Couleur.

Inspiramais Leather Preview Winter 2017 : This edition of Preview do Couro brings 18 tanneries. Guided by fashion stylist Walter Rodrigues as well as designers Marnei Carminatti and Ramon Oliveira Soares, from Assintecal's Design Centre, the group created a series of unique articles that will be on display throughout APLF – MM&T.

Art Up! Hong Kong: Art Up! Hong Kong was launched in 2015 during APLF trade fairs - Fashion Access and APLF - Materials, Manufacturing & Technology. The purpose of the event is to raise awareness and provide a platform for local designers to showcase their leather craft creations.



Meet at APLF, Buy on Alibaba.com: At APLF 2016, Alibaba B2B presents “Meet at APLF, Buy on Alibaba.com” and experiential event which demonstrated the synergy between the online and offline trading worlds to which enhances the trade professional’s sourcing experience.

Fruitful Seminars: You will get a learn from APLF’s exciting activities which are hosted by industry leaders APLF Workshops, Complimentary S/S 17 Fashion and Consumer Trends Seminar, Leather Forum, Global Footwear Retail Conference.



Best of APLF Awards: is an initiative to cultivate and nurture talent and creativity in leather and fashion-related industries. The project recognises design excellence, originality, innovation and outstanding workmanship of products exhibited at both APLF-organised events, MM&T and Fashion Access. Launched in 2004, Best of APLF Awards has proved immensely popular with APLF participants, one reason being that the recognition helps boost a company or brand's profile on a global scale.



A highly adaptable and versatile industry: this was the sentiment that emerged from the first day of MM& T that opened at the Hong Kong Convention and Exhibition Centre today. Judging from the motley crowd that packed the exhibition's alleys, the leather industry is certainly going through a period of change but it is far from in decline. As proof of the industry's resilience and flexibility is the traditional English Clayton of Chesterfield tannery, established in 1840, which range of products go from equestrian leather all the way to Apple Watch straps.



Quality, creativity, design: Fashion Access opened under this trilogy at the Hong Kong Convention and Exhibition Centre. A source of inspiration to worldwide fashion buyers, retailers, designers, wholesalers for the past 30 years, Fashion Access kicked off with a series of workshops, artist demonstrations and trend seminars. On the exhibition floor, optimism prevailed as witnessed by the LA-based shoe supplier Michael Antonio which was off to a flying start with the forthcoming signature of an exclusive distribution agreement in China.



Visitors to the concurrent exhibitions MM&T and Fashion Access that kicked at the Hong Kong Convention and Exhibition Centre were greeted by an intriguing art exhibit of two full-scale "floating" hammerhead sharks made out of fur and leather. According to the curator of the exhibit that also included other leather-made objects the purpose of the "Art meets Turkish leather" project is to encourage artists from different disciplines to experience with leather as a new material. The creator of the sculptures, the Istanbuli artist Kemal Tufal, is a sculptor, choreographer and stage decorator.

Despite misgivings about the slowdown in demand for leather from China in the first two months of 2016, MM&T got off to a brisk start on day 1 and this continued on day 2 of this major event. The fact is that if China does not receive orders to manufacture subcontracted leather footwear from brand in developed countries then leather demand will remain slack or even weak.

However, in recent weeks prices have indeed remained stable and even firmed up for top class selections and this can be attributed to fewer cattle being slaughtered and some abattoirs closing in Brazil and other smaller countries such as Colombia. With still large stocks of lower grade material to be moved from warehouses, this continues to blunt the demand for fresh orders and so Chinese manufacturers are buying what is strictly necessary and working virtually from hand to mouth.

As in any trade fair there were satisfied and some dissatisfied exhibitors but many were pleasantly surprised by the positive atmosphere and the movement of buyers as they arrived in Hong Kong with low expectations.

About the Fashion Access Event

Fashion Access event was dedicated for finished products such as bags, footwear, leather garments & fashion accessories while the Materials, Machinery & Technology Fair (MM&T) concurrently held along side of Fashion Access showcased Finished, components, chemicals and machinery.

The March, 2016 edition of the show was represented by 361 exhibitors in an area of 10500 sq. mtrs from 25 countries. India with participation of 67 exhibitors ranked as 3rd largest country presence in the event. There were 7 International Group Pavilions including Bangladesh (11), China (195), India (52), Japan (13), Korea (29) and Pakistan. Bags continued to be the fairs' main attraction, covering approximately 48% of the exhibits. The footwear sector, however, has increased in the past few years and has become a consistently strong performer. There were 115 first-time exhibitors from Asia and USA, indicating the growing popularity of the fair that caters primarily to bag buyers. UBM Asia Ltd. was the Official Coordinator here. The list of exhibitors under CLE India pavilion is appended below for the information of the members and readers

List of Exhibitors in Fashion Access Fair, March 2016

Sl.No.	Company Name	Region
1	Amit Leather Wear	Delhi
2	Aqsa Creations	Kanpur
3	Arvind Footwear Pvt Ltd	Kanpur
4	ASG Leather Pvt Ltd	Kolkata
5	Bharat Enterprises	Delhi
6	Blisswood Global Impex Pvt Ltd	Delhi
7	Century Overseas	Delhi
8	Colors Exim	Delhi
9	Creative Pelt Pvt Ltd	Kolkata
10	D Lords Footwear & Fashion Pvt Ltd	Mumbai
11	D.R International	Delhi
12	Discovery Leathers Pvt Ltd	Delhi
13	Ecoline	Delhi
14	F.I Leather Products	Kanpur
15	Fashion Club Global	Delhi
16	Fashion Folio	Delhi
17	Feather Touch Impex Pvt Ltd	Kolkata
18	Filk Merchandising	Delhi
19	Group UR	Kolkata
20	Inspire Exim Pvt Ltd	Delhi
21	IRIS International	Delhi
22	Java Plum Leather & Accessories	Delhi
23	Kanchan Vanijya Pvt Ltd	Kolkata
24	Kapoor Industries	Mumbai
25	Kartik Kraft Vision	Delhi

Sl.No.	Company Name	Region
26	Klodennex	Kanpur
27	Kunvar Overseas	Delhi
28	M.F. Leather Goods MFG Co	Kanpur
29	Metropoli Fashions Pvt Ltd	Kolkata
30	MRG International	Kolkata
31	MSN Leather Company Private Ltd	Chennai
32	Mudra International	Delhi
33	Nav International	Chennai
34	Nivedita Swarup	Delhi
35	Pacific Global Exports Inc	Delhi
36	Pinnacle Overseas	Kolkata
37	Quero India Fashion LLP	Delhi
38	R.N.R International	Kolkata
39	Raja & Mitsu Fashions	Kolkata
40	Ransack Design Solutions	Kolkata
41	Ritex Industries	Kolkata
42	R.R. Leather Products Pvt. Ltd	Chennai
43	S.S. International	Delhi
44	Sahyog Exports Pvt Ltd	Mumbai
45	Saluza Exports	Kolkata
46	Skin N Stitch Pvt Ltd	Kolkata
47	Stichwell Exports Pvt Ltd	Kolkata
48	SVS Exim Pvt Ltd	Delhi
49	Tulsyan Impex Pvt Ltd	Kolkata
50	V & M Gurgaon	Delhi
51	XL Enterprises Ltd	Kolkata

Exhibits' Profile

A comprehensive range of fashion products

- Bags
- Branded fashion Collections
- Fashion Accessories
- Footwear
- Garments
- Small Leather Goods
- Travelware

Visitors' Profile

- Agents
- Buying Offices
- Department Stores
- Distributors
- Importers
- Representatives of fashion brands
- Retailers & Boutique buyers and
- Wholesalers

In Fashion Avenue - a space in the fair dedicated to design conscious accessories – there were 68 brands on show as well as in the Start-Up, Design Studio and FA Atelier sectors for young and upcoming designers

where they showcased their creations to potentials buyers. In addition to the unique nature of Fashion Access for brands to source and sub-contract from OEMs and ODMs, a series of ancillary events were held at Fashion Access such as the second edition of the Global Footwear Retail Conference. It took place with a focus on global trade and trans-pacific partnership, the millennial fashion consumer and the future of footwear e-commerce.

CLE India Pavilion and CLE Information Stand @ Fashion Access

The Council organised CLE India pavilion for the 3rd consecutive edition in a row in Fashion Access March Edition with substantial funding support under MAI Scheme with participation of 51 member companies and a CLE information stand. In all about 25 trade visitors have visited the Council's information stand and collected the publicity and promoted material displayed highlighting benefits about Make In India of the Government of India and other publicity and promotional effectors undertaken by the Council for the growth of Indian Leather Sector. The Group participation of member exporters at the fair ground was coordinated by a CLE Team consisting of Mr. M.J.Jamal Md. Mohideen, Deputy Director, Mr. Laiq Ahmed, Assistant Export Promotion Officer (AEPO, CLE, Delhi) and Mr. Raja Basak, AEPO, Kolkata.



A Business Visitor from Russian Federation is on discussion with CLE Officials Jamal Md. Mohideen, Deputy Director, Laiq Ahmed, AEPO and Raja Basak, AEPO



A member participant in CLE India pavilion is on discussion with CLE Officials Jamal Md. Mohideen, Deputy Director, Laiq Ahmed, AEPO and Raja Basak, AEPO on future prospect of Fashion Access

Few snaps of CLE India Pavilion at Fashion Access



FACT SHEET OF CLE'S PARTICIPATION IN FASHION ACCESS, MARCH 30- APRIL 1, 2016, HONG KONG

No of Participants	51 Members
	Chennai 4
	Delhi 23
	Kolkata 17
	Kanpur 4
	Mumbai 3
	Total 51
Area of CLE India Pavilion organised	582 Sq. Meters for 51 member companies out of 67 Indian companies (15 remaining were direct and a CLE information Stand) out of total are of 10500 sq. mts.
Products	Ladies bags, Portfolios, Wallets, Belts, Travel bags, Footwear and Garments
No. of Business Meetings held in CLE India Pavilion	319 Meetings
Spot orders booked	USD 0.269 Millions
Future orders expected	USD 0.680 Millions
No. of General Enquiries handled at CLE information stand	25 business visitors
Members Suggestion	To get CLE India Group pavilion allotted in front halls B in level 3 and undertake efforts to market the Indian presence at the fair
Total Trade Visitors for Fashion Access	12500 approximately

Conclusion

With fashion Access taking place concurrently with MM&T at the Hong Kong Convention Exhibition Centre, finished product manufacturers exhibiting at Fashion Access can visit their suppliers sourcing their components and materials directly at MM&T. Conversely, the synergy between the two fairs onsite is strengthened as MM&T exhibitors can also go to Fashion Access to see the latest fashion trends under the same roof. In this way, APLF as a whole reflects the complete supply chain of the leather and fashion accessories manufacturing sector.

In addition, Fashion Access is the prime venue in Asia where to source mid-priced fashion accessories from both Asian and International suppliers. These accessories include bags, handbags, travelware, footwear and leather goods including purses, phone cases and wallets. Fashion Access offers more than just a regular trade fair where ready-made products can be sourced. It is an extra dimension where buyers input their ideas and inspiration to the expert sub-contracting companies offering such services onsite.

The participation of Indian exporters at the Fashion Access, 2016 in Hong Kong was able to further reignite interest among the importers of leather and leather products. The exhibitors also felt that participation in this fair is needed so that the competition from the other major supplier countries could be fought effectively.

Lastly, the thrust given by the Govt. of India to the leather industry for the employment generation potential and foreign exchange earnings provides the right platform for further growth of the industry. The leather industry will be the right choice for the foreign investors for the 'Make in India' campaign. With this background the participation of Indian exporters at the Fashion Access Fair, 2016 offered the perfect backdrop for the event.

Suggestions from Participants:- Council should try to get better location in Hall A or Hall B which are premium halls and under take extensive market outreach programme so that buyers visit CLE India pavilion in large number. To under take publicity measure in local dailies to create awareness of India's large presence in the Fashion Access event.



Few Glimpses of Business Meetings in progress at CLE India Pavilion





Think Leather
Think India