

Make in India Promotion - Road Show & B2B Meetings Event

Milan, Italy - January 18-19, 2016

■ Report by Council for Leather Exports (CLE)



Dignitaries at the Make in India Investment Conference

Make in India is a major national programme designed to facilitate investment, foster innovation, enhance skill development and build best-in-class manufacturing infrastructure in India. Leather, Leather products and Footwear sectors have been identified as one of the sectors for intervention under Make in India programme. Make in India initiative intends to invite both domestic and foreign investors to invest in India. Under Make in India, the Indian leather industry has been set a target of achieving turnover of USD 27 billion by 2020 from the present turnover of USD 12.60 billion (including export turnover of USD 15 billion from the present USD 6.6 billion and domestic turnover of USD 12 billion from the present USD 6 billion).

With a view to increase investments into the Leather Sector under Make in India, during August 2015, the Department of Industrial Policy & Promotion, Ministry of

Commerce & Industry, Government of India, has constituted a "Committee for Targeting Investment in Leather Sector". The Committee comprises of 27 representatives from leather industry and Joint secretaries of DIPP and Department of Commerce. The Committee's primary task is to organize focused Road Shows in identified foreign countries and create awareness of India's manufacturing capabilities, strength and various proactive measures taken towards development of the leather industry in India, and growth prospects both for export as well as in the domestic market. Italy is one of the identified countries of intervention for organizing the Make in India Event.

In view of high growth levels projected for Indian leather industry and in view of the tremendous prospects for investments from overseas manufacturers/entrepreneurs, the Council for Leather Exports (CLE) with the

approval of Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India, has organized "Make in India Promotion – Road Show & B2B Meetings Event" in Milan, Italy, during January 18-19, 2016.

Objective

The objective of organizing the Make in India Event in Italy is to create awareness of India's manufacturing capabilities, strength and various proactive measures taken towards development of the leather industry in India, and growth prospects both for export as well as in the domestic market. The objective is to attract foreign companies to invest in India, in either of following two modes (i) 100 % FDI to set up manufacturing plant of their own (or) (ii) by entering into Joint Venture with Indian companies to manufacture in India.

Secretariat for the Committee, and organization of Event by CLE

The secretariat for the 'Committee for targeting investments into Leather Sector' is functioning at CLE HQ. The Indian Leather Development Programme (ILDPP) Unit at CLE HQ has been handling the functions of the Secretariat, and it has been entrusted with the specific assignment of organization of Make in India promotion Events in the identified overseas countries.

In order to have focused attention in planning and executing the Make in India Event in Italy, and to have a strategy most suitable to the Italy market, Shri M Rafeeq Ahmed, Chairman of the Council for Leather Exports has appointed Shri K Srinivasan, Member – Committee of Administration, CLE, as Convener for the Make in India Event in Italy. It may be mentioned here that Shri K. Srinivasan, is one of the leading manufacturer of finished leathers in India, and has vast experience in Italian and other European countries. Shri K. Srinivasan, Convener, has taken necessary actions and given advice to the CLE for planning, strategy and organization of the Make in India Event in Italy.

Make in India Event dissemination to Indian Companies

- The Council has circulated the information of the Make in India Event to the enterprises in the leather sector requesting their participation. The information was also hosted in the website of CLE for wider dissemination.
- The Council has sent invitation to prominent industrialists and members of the Committee of Administration of CLE and all eight product panel conveners of CLE.
- The Council has sent invitations to the Members of the 'Committee for targeting investments in the leather sector' constituted by the DIPP.
- The Council has sent the information about the Event to Associations in the domestic industry for circulation to their members for participation.

Event Management / Marketing Agency

The Council for Leather Exports (CLE) has engaged Brains Communicare oggi, as the Event Management / Marketing Agency for organizing the Make in India Event

in Italy as per reference given by Convener, Shri K. Srinivasan based on his own known sources. The roles and responsibilities of Event Management Agency is to carry out promotion of event amongst the potential investor companies of Italy, sending mailers to inform the Event details followed by telemarketing and confirm participation of Italian companies interested to have joint venture collaborations or to set up their own manufacturing unit in India.

The CLE and the Agency also invited and coordinated with the local industry associations such as Italian Tanners Industry Association (UNIC), Italian Footwear Manufacturers' Association (ASSOCALZATURIFICI), National Association of Italian Manufacturers of Footwear, Leather Goods, Tannery Machines and Accessories (ASSOMAC), Italian Trade Agency (I.C.E), and National Union of Italian Manufacturers Auxiliary Tanning (UNPAC).

The following are the activities done by the Event Management Agency to reach out to the Italian companies for the Event.

1. Event Invitations – emails sent on December 22nd, 23rd and 28th, 2015, January 4th, 8th and 11th, 2016 to :

- Exhibitors of MICAM – 2392
- Members of ASSOMAC – 120
- Members of UNPAC – 31
- Concerie – 400
- Members of ASSOCALZATURIFICI – 500

2. The tailored database consisted in 500 email addressed of –

- Journalists specializing in leather industry (all over Italy)
- Milan based local journalists
- Journalists specializing in economy and commerce issues

3. A second and third broadcast was followed on January 13th and 15th 2016.

4. As a publicity campaign, telemarketing exercise, advertising in magazines, websites, were also carried out before the Event.

5. The Agency also has invited journalists / media persons for media coverage of the Event.

The Make in India Promotion – Road show & B2B Meetings had the following elements:

- i. Hiring of Seminar Hall – A Seminar Hall was booked at Hotel Palazzo Parigi, Milan, for the Make in India Event.
- ii. Engagement of Marketing Agency – Brains Communicare oggi, Italy, has been engaged as the Event Management / Marketing Agency for the Make in India Event.
- iii. Publicity Campaign - Event Management Agency has sent Event Invitations through emails, E-blasts, advertisements in industry magazines/ press materials and thru telemarketing.

iv. Audio Visuals – All necessary multimedia equipments viz TV/ large flat screen with video were hired and used in the Make in India Investment conference for presentations, etc. .

Make in India – Leather: Focus Sector Brochure was translated into Italian language. A film on Indian leather Industry was played in the Event, with voice-over dubbing in Italian language.

Make in India – Investment Conference

The Make in India – Investment Conference was held on January 18, 2016 at Hotel Palazzo Parigi, Italy, followed by B2B Meetings. Make in India – Leather Focus Sector brochures, posters, banners were circulated / displayed during the Event. Each attendee received Make in India promotional material. Make in India: Leather Focus Sector brochures and leaflets promoting the leather specific sector, have been widely circulated during the Event.

Registration Desk



Shri P R Aqeel Ahmed, Regional Chairman (South), CLE seen with Shri Sanjay Leekha, Member-COA, CLE and Shri Sanjay Kumar, Regional Director (North), CLE



Shri K. Srinivasan, Convener for Make in India Promotion in Italy, CLE seen with an Italian participant



Shri Sanjay Kumar, Regional Director(North), CLE discussing with Mr. Giulio Carloni, Communication Consultant, Brains Comunicare oggi



*Think Leather
Think India*



Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome, welcomed with a bouquet of flowers. (L to R) Ms. Marinella Loddo, Director, Italian Trade Agency (I.C.E.), Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, Shri K Srinivasan, Convener, Make in India Promotion in Italy, CLE, Shri Sanjay Leekha, Member-COA, CLE



Ms. Marinella Loddo, Director, Italian Trade Agency (I.C.E.), Milano, welcomed by Shri K. Srinivasan, Convener – Make in India Promotion in Italy, CLE

Mr Giulio Carloni, Communication Consultant, Brains Comunicare oggi, moderated the Event and explained in brief about the Council for Leather Exports, and the Make in India concept and the initiatives taken by CLE to organize this Event in Italy.



Mr. Giulio Carloni, Communication Consultant, Brains Comunicare oggi, moderating the Event

Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, welcomed the dignitaries and the Italian companies, and said that on behalf of the CLE, he is here in Italy only for two reasons; one is for the country and second for the Hon'ble Prime Minister of India Shri Narendra Modi Ji's initiative of Make in India. He said that he is also here to share about the opportunities which are available in India for the Leather sector. The investment, this is new India, new Prime Minister, the most dynamic and visionary, visiting almost all the countries to promote Vikas (business). We have great future to look into in India under his Make in India programme, wherein we have gone all over the world starting from Germany, USA, China, Brazil and now we are in Italy. The Indian Leather Industry is a US \$ 11 billion growing industry with 10% of the leather production with availability of skilled manpower and 54% of the youth are below the age of 35 years and there is 100% FDI allowed in India. He also introduced Shri K. Srinivasan, who is the Convener for this Make in India programme in Italy, appointed by the Chairman, CLE, Shri M. Rafeeqe Ahmed. He also welcomed Shri Sanjay Leekha, one of the leading manufacturers of leather goods in the country. Shri. P R Aqeel Ahmed briefed about CLE, an apex body and trade promotion organization which comes directly under the Ministry of Commerce & Industry. CLE has five Regional offices in India and he is the Regional Chairman of the Southern Region and the Southern Region consists of 35% of the overall trade and export in India.

Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, further said that India Italy trade relations had grown over the past several years. Today at Expo Riva Schuh Fair, being held at Riva del Garda, 80+ companies from India participates whereas a few years ago only 4 participants represented India.



Shri P R Aqeel Ahmed, Regional Chairman (South), CLE, giving his speech



A view of participants

Shri Aqeel Ahmed also referred about Central Leather Research Institute (CLRI), world's largest leather research institute, which has about 131 Technical staff and 600 students. Footwear Design & Development Institute (FDDI) has about 18000 students with 725 faculties all over India, and it is expected FDDI would have 24000 students in the coming years. Why India, as you would see China today, in the year 2016 within three days the market dropped to 7% and there is a saying that the next recession will be in China. This is going to happen soon because China's GDP is about 13% and USA about 22%, these two contribute to 35% of world's total GDP. If the crash happens in China, it would be a big recession whereas India is a very stable country. He referred to a Brazilian company which has two tanneries in China, and they have closed one tannery and now willing to come to India for investing. He also informed that there is Booklet brought out by the CLE, which is being circulated in this event, and the Booklet has database of interested Indian companies who wish to have partnerships with Italian companies and similarly a booklet of the opportunities available in India is also being circu-

lated. India being the safest destination for investments, he welcomed the Italian companies to invest in India in the leather sector.

Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome, welcomed the dignitaries on dais and other members who have come from various parts of Italy and India to attend this event. He extended a very warm welcome to Italian participants and Media. Shri Ravi Shankar, referring to Shri P R Aqeel Ahmed's speech said that Hon'ble Prime Minister of India Shri Narendra Modi Ji has taken several initiatives to promote business interests and to promote investments into India, and has launched the Make in India programme during September 2014 which is the most laudable initiative for strengthening not only the manufacturing base in India but also to look at employment generation for a very vast number of Indians. The advantages are quite obvious, we have a very big market, we have expertise, work force, skills, and technical peoples, most importantly, we have the tradition of manufacturing which goes back to many centuries.



Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome, addressing the audience

Shri Ravi Shankar further said what we need when we talk about Make in India, we need exports, we need companies from all over the world come to India and Make in India not just for India but for the entire world. Italian investments are already there in India in sectors like automobiles. Italian design and technology, specialized machinery with Indian skilled manpower in the leather sector may take it to the next level. India is one of the markets where there is availability of huge raw materials right from the tanneries to the finished products not only footwear but also leather goods & accessories and garments. Italian companies can do a lot in India. He invited the Italian companies to have tie ups with Indian manufacturers and explore the possibilities for joint venture collaborations for mutual benefits. He thanked the Council for Leather Exports, for organizing this very important Event for promotion of Make in India for Leather Sector, and also for inviting him to the Event.



A view of the audience

Ms. Marinella Loddo, Director, Italian Trade Agency (ICE), Italy briefed about the role of the Italian Trade Agency which is to facilitate, promote and develop Italian exports and also imports. She said that Leather is one of the key sectors. For business relationship, cooperation and economic cooperation to happen between India and Italy particularly in this sector, she invited the Indian companies to visit Italian Trade Agency for assistance and update about the Italian markets and products. She said that to do business in the changing time we have to change our approach and go green to preserve our environment. Italian Trade Agency is head quartered in Rome and has one office for leather and leather products but also there is another office for machinery. To develop contacts in India, they have two offices one in New Delhi and one in Mumbai. She also said that they are visiting Chennai for the India International Leather Fair (IILF) and she also invited the Indian companies to meet the Italian companies during the Footwear Exhibition MICAM held in Milan during March & September every year.



Ms. Marinella Loddo, Director, Italian Trade Agency (I.C.E.), Milano addressing the gathering

Shri K. Srinivasan, Convener for Make in India Promotion in Italy, CLE, in his speech said that he is happy to be here in Italy, which is a design and fashion capital of the Global Leather Industry. Italy is unique because it is not only the 4th largest global importer of leather, leather products and footwear (with an annual import value of USD 10,594 million) but is also the 2nd largest exporter with an annual export value of USD 23,628 million, next only to China. Indian leather industry has a long relationship with the Italian leather industry. India has a large presence in major Italian fairs like Expo Riva Schuh (held at Riva del Garda), Lineapelle (held at Milan) and India also closely co-operates with Italian Trade Associations like UNIC, Assocalzaturifici (Italian Footwear Association), AIMPES, ASSOMAC etc., and with Institutions like ARS Sutoria. Italian Designers and Technicians are playing a crucial role in the technological upgradation and design development in Indian leather industry. As the Indian leather industry has been included as a Focus Sector under Hon'ble Prime Minister of India's Make in India programme, we have to take the relationships between Indian and Italian leather industries to a new high level. It is with this objective that Council for Leather Exports (CLE) is organizing this Make in India Investment Promotion Event in Italy to explore mutual areas of business tie-ups between India and Italy, that includes establishment of Italian units in India, either fully owned or in Joint Ventures with Indian companies, Technical Collaborations between Indian and Italian companies in the form of Technology Transfers, Design Development etc., In this context, I wish to present before you the opportunities that the Indian Leather Industry provides to you.

- The total turnover of the Indian leather industry now is USD 12.50 billion which includes export turnover of USD 6.50 billion and Domestic turnover of USD 6 billion. I must say that the leather industry has still not tapped the full potential available in export and domestic markets. However, this will rapidly change in the coming years. Both the export and domestic markets are expected to grow at 20% in coming years. In fact, under Make India Programme, the turnover target for leather industry is fixed at USD 27 billion by 2020, which means a growth of 116% in next 5 years.

Subscribe !!!







Shri K. Srinivasan, Convener for Make in India Promotion in Italy, CLE, addressing the gathering

- Indian Retail market which is the 5th largest in the world is expected to grow by 25-30% every year. The footwear segment will have a larger share in the growth of domestic market in India. The per Capita Consumption of Footwear in India is projected to grow from existing 2 pairs today to 4 pairs by 2020 and hence footwear production is required to be scaled-up from present 2 billion pairs to 5 billion pairs per annum by 2020 to meet the increasing demand. This provides immense opportunities for the investors. As the demand for quality and luxury footwear is increasing, there is tremendous opportunity for Italian manufacturers of luxury footwear to tap the huge potential in India.
- India is the largest producer of bovine hides and skins with annual production of 51.35 million pieces, 2nd largest producer of goat and kid skins with annual production of 90.49 million pieces next only to China and also 2nd largest producer of sheep and lambskins with annual production of 37.66 million pieces, again next only to China. Thus, the country already has a very strong leather producing capability. The total availability of leathers in India is about 3 billion square feet, which includes domestic production of about 2.5 billion square feet. India meets about 10% of global requirement of leather.
- Under Make in India, the Government of India is proposing to implement many measures under Technology Mission. This includes a) Systematic and larger collection of hides and skins and fuller utilization of tannery capacity b) Up-gradation of Common Effluent Treatment Plants with an investment of INR 1500 crore (Euro 211 Million approx). The objective is to scale-up the production of leathers in India from existing 2.5 billion sq.ft to about 5 billion sq.ft. by 2020. The Government of India is already funding a scheme for establishment of slaughter houses in rural areas, rearing of male buffalo calves which will increase meat production and availability of leathers. Besides, the Government is funding establishment of Mega Leather Clusters, with maximum assistance to the tune of INR 125 crore (Euro 17.26 million approx) for a Mega Leather Cluster with an area of more than 151 acres. One such Mega Cluster is coming-up in the State of Andhra Pradesh in an area of 385 acres. We invite Italian investments, particularly investments from tanneries in this Mega Leather Cluster.
- The United Nations Population's Fund's (UNFPA) report released recently states that India has world's largest population of 10-24 year old. With 356 million people in the age group of 10-24 years, India's youth population is larger than that of China's 269 million. The Government of India is implementing a nation-wide Skill Development Programme aimed at training workers in manufacturing industries. In the leather industry alone, more than 40,000 people have been trained in the last 2 years. The workforce in leather industry is expected to reach 6 million by 2020 from present 2.5 million. Italian investors can surely get skilled workforce in India at competitive wage levels of USD 100 – 120 per month.
- Besides, there are immense opportunities for Italian Technicians and Designers in India as many manufacturers in India are now looking to set-up their own design development units. The Council for Leather Exports is organising the Designers Fair in India during Feb. 1-3, 2016 in Chennai in which about 10 prominent Italian designers are participating.
- Any overseas investor in India can import the hides, skins and finished leather into India without any import duty. Also, the Machinery required for leather industry can be imported without import duty under Export Promotion Capital Goods Scheme (EPCG), subject to meeting Export Obligation of 6 times of duty saved in 6 years.



Shri K. Srinivasan, Convener for Make in India Promotion in Italy, CLE, addressing the gathering

- Under Integrated Development of Leather Sector (IDLS) sub-scheme of Indian Leather Development Programme (ILDLP), 30% Government Support is provided on the cost of plant and machinery for Micro and Small units and 20% for other units, with a ceiling of INR 20 Million (Euro 0.28 Million approx.) for each product line towards modernization, technology upgradation and capacity expansion of the manufacturing units.

- India also has a number of laboratories which undertake testing for compliance of REACH regulations of European Union, Consumer Safety Product Improvement Act (CSPIA) of the USA etc.

Shri K. Srinivasan, Convener, Make in India Promotion, Italy, has further said that on the whole, the leather industry in India provides immense opportunity on many fronts especially export and domestic market growth, infrastructure development, creation of new production centers, skill development, design development etc for the investors. In short, being a Focus Sector under Make in India, our objective is to adopt a "PRIDE" strategy so as to achieve the turnover target of USD 27 billion by 2020 (Euro 24 Billion approx), which means Production and Productivity Enhancement; Raw Material Development; Infrastructure Development & Investment; Design & Domestic and Overseas Market Development and Environment Management. I am sure that being the leaders in global leather industry, the Italian entrepreneurs will join us in our growth path and together we can create history. He concluded his speech by saying that let the leather industry be an example for Indo- Italian co-operation.

Shri Sanjay Kumar, Regional Director (North), CLE, made a powerpoint presentation on the Indian leather industry covering various aspects such as sector's current status in terms of clusters in the country, number of manufacturing units functioning in India, the manpower deployed, the total turnover, exports, domestic sales and retail market, export destinations, international brands sourcing from India, domestic brands and concluding with targets fixed for the leather sector under the Make in India programme. India was presented as a land of opportunities and desired destination for investments. Shri Sanjay Kumar, Regional Director (North), CLE, New Delhi, has made necessary arrangements for conducting the Event and coordinated the B2B Meetings.



Shri Sanjay Kumar, Regional Director (North), CLE making powerpoint presentation on the Indian Leather Industry



Mr. Graziano Balducci, Owner, Conceria Antiba, Italy addressing the gathering

Mr. Graziano Balducci, Owner, Conceria Antiba and Mr. Ezio Castellani, Owner, Conceria Sciarada have given brief speeches about their respective organization, their experience in India and the Make in India initiative and the possibilities it holds for the Italian leather industry.

A film prepared by the Council for Leather Exports on the Indian Leather Industry was played in the Conference.

Following the Conference, the Q & A session was held.



Mr. Ezio Casterllani, Owner, Conceria Sciarada, Italy addressing the gathering

Shri Sanjay Leekha, Member-Committee of Administration, CLE, gave Vote of thanks. He said that the Conference has given a brief overview of the Make in India programme which has also given us little insight of the possibilities exist in India at present and what Italian partners can utilize. He thanked the representatives from Press and Media and the Italian leather industry, who will become our partners in the coming days. He also thanked Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome, for his presence in the Conference. He hoped that all the participants of this Conference will utilize the information for furthering mutual business. He invited the Italian companies for investing in India for developments.



Shri Sanjay Leekha, Member-COA, CLE, giving Vote of Thanks

A few prominent members of the Leather industry were also present in the Conference namely Shri Sunil Harjai, Shri Javed Iqbal, amongst others.

Q & A Session



Shri K. Srinivasan, Convenor, Make in India – Italy answering a query



Shri P.R.Aqeel Ahmed, Regional Chairman (South), CLE clarifying a point



Through this Conference, the Make in India concept was adequately highlighted and disseminated to the Italian Companies.



Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome interacting with Shri Sunil Harjai, Member-COA, CLE



Shri Javed Iqbal, Member-COA, CLE interacting with an Italian company



Shri Sanjay Kumar, Regional Director (North), CLE, seen with Shri Ravi Shankar, Deputy Chief of Mission, Embassy of India, Rome

B2B Meetings between Indian and Italian companies

A total of 10 Indian companies have earlier given their interest to have joint venture collaborations with Italian companies. The 10 companies are as under:

1. Alpine Apparels Pvt Ltd., New Delhi
2. Florence Shoe Company Pvt. Ltd., Chennai
3. Global Leathers, Chennai
4. MVA Leather Works Pvt. Ltd., Puducherry
5. Naaz Exports (P) Ltd., Kanpur
6. Nibras Shoes Pvt Ltd, Chennai
7. Rathnam Leathers, Chennai
8. Shafeeq Shameel & Co, Chennai
9. Siddharth Exports, Noida
10. Smita Exports Pvt. Ltd., Chennai

Through a Booklet, the company profiles of the Indian companies who participated in the Make in India Event have been widely circulated to the Italian companies who visited the Make in India Event.

Due to unavoidable circumstances and their own business reasons, Global Leathers, Nibras Shoes Pvt. Ltd, could not visit Italy and attend the Event.

Products display



Participation of Italian Companies:

- The Event was attended by 32 persons from 14 Italian companies,
- A total of 6 representatives from 5 Trade Associations and Chamber of commerce attended the Event.
- Apart from the above, there were 19 persons from 16 Media groups, who attended the event for media coverage.

The five Trade Associations which participated are: Italian Tanners Industry Association (UNIC), Italian Footwear Manufacturers' Association (ASSOCALZATURIFICI), National Association of Italian Manufacturers of Footwear, Leather Goods, Tannery Machines and Accessories (ASSOMAC), Italian Trade Agency (I.C.E), and National Union of Italian Manufacturers Auxiliary Tanning (UNPAC).

In nutshell, a total of 14 Italian Companies have participated in the Make in India Investment Conference.

Outcome of the Event vis-a-vis objectives:

1. The objective of organizing Road Shows – B2B Meetings is to attract foreign companies to invest in India, either 100% FDI to set up manufacturing plant of their own or to enter into joint venture collaboration with India companies to manufacture in India. By holding the Investment Conference in Italy, the CLE has presented current facts and future prospects of the Indian Leather Industry and invited the Italian companies to invest in India and join hands with India.
2. CLE ensured the popularization of the potential offered by India Leather Industry for growth under 'Make in India' programme among overseas investors /entrepreneurs so as to attract FDIs/Joint Ventures /Technical collaborations etc in leather industry which will scale up the production/modernization and expansion of capacities in the leather sector in addition to enhancing domestic investments. Through the power-point presentation made by the CLE, the Leather sector of India, and potential for growth, and future potential of growing domestic market in the country etc have been popularized, and Brochures/ Leaflets and other publicity tools have widely disseminated the info on the Leather Industry and presented India as a design and manufacturing destination.

3. CLE undertook focused and sector specific interaction with identified potential global investors concerning leather sector. The interaction involved potential global investors and potential domestic companies willing to partner with global investors.
4. CLE promoted India as a design, innovation and manufacturing destination for Leather, Leather products and Footwear industries.
5. The B2B introductions taken place during the Event have given a platform to Indian and Italian companies to get introduced to each other and to explore the possibilities for joint venture collaborations.

Suggestions for Way Forward:

Since joint venture may not instantly materialize at the first introduction B2B meeting itself, it is expected that through sustained campaign in the Italian market by way of visiting and interacting in the Trade Fairs held in Italy, the dialogue process for increasing cooperation between India and Italy would be taken forward. The trade fairs identified for this purpose and in which the CLE is proposing to participate in the Financial Year 2016-17 are Expo Riva Schuh Fair in Riva del Garda both the editions of June 2016 and January 2017. These two activities would be undertaken under the support of Market Access Initiative Scheme of the Department of Commerce, Government of India. Besides leather industry entrepreneurs directly visits the LINEAPPELLE – International Exhibition of Leather, Accessories, Components, Fabrics, Synthetics and Models, scheduled to be held in Fiera Milano RHO, Milan, during September 2016 and February 2017. Since participation of 'country pavilion' is not permitted by the Event organizer in this Trade Fair due to their own reasons, the Council will not be participating in LINEAPPELLE. Besides there are two other premier trade fairs in Italy namely MICAM (for Footwear) and MIPEL (for leather goods and accessories) held twice in a year in Fiera Milano RHO, Milan during September 2016 and March 2017. These premier trade events scheduled to be held in Italy is expected to provide platform for increasing collaborations between India and Italy in the leather sector.

