

Councils Participation in 85th Expo Riva Schuh Fair



January 16–19, 2016

■ A report by M J Jamal Md Mohideen & R K Shukla, A.D., V.Sudharsanan & Roop Mishra, AEPO

**The 85th Expo Riva Schuh Opens The Trade Fair Season:
An Advantageous International Viewpoint on The Footwear Sector
BUYERS THROUGH THE EXPO RIVA SHOE FAIR, JANUARY 2016**



About Expo Riva Schuh Fair

The 85th edition of Expo Riva Schuh was held in the valley of Riva Del Garda, Italy from 16-19th January 2016, launching the fair season for the footwear sector, and offering an advantageous observation point on the trends of the footwear market at global level. The international aspect has always been at the core of this event: a total numbers of 1,408 exhibitors presented their finest collections for Autumn/Winter 2016/17 in an area of 32500 sq.mt. It is pertinent to mention that 1,097 were overseas participants visited this edition from all over the world. There were a notable presence of groups of companies from the key footwear producing countries, such as India, China, Brazil, Turkey, Spain and Portugal.



A view of the entrance of Expo Riva Schuh Fair

“Expo Riva Schuh has established itself as a strategic event for the footwear sector, as well as for our local area, which, during the event, welcomes companies, large buying groups and retailers, offering them a unique chance to get together and do business – states the Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini. Businesses continue to demonstrate their faith in us and show a high level of loyalty in this event which they cannot afford to miss. It is where they finalise the bulk of their seasonal orders and can try out their collections for next season well in advance.”

The mega footwear show of the 85th edition was held on Saturday 16th January 2016 at 11:00 am at the Riva del Garda Exhibition Centre, with an inaugural session entitled “FROM PRIVATE LABEL TO FAST FASHION: HOW THE VOLUME FOOTWEAR MARKET IS CHANGING.”



Mr. Roberto Pellegrini, Chairman of Riva del Garda Fierecongressi along with other dignitaries at the inaugural session of the fair



Mr. Mohammed Iftexhar, Regional Chairman (Central), Mr. Javed Iqbal COA Member, Mr. Naresh S Bhasin, Regional Chairman (West) along with Mr.R.K.Shukla AD at the inaugural session

Following the opening remarks by the Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini, the discussion kicked off with a talk by Bernadette Kissane of EUROMONITOR INTERNATIONAL, an independent research agency and market leader at global level. She gave an insight into the major channels of evolution the footwear market has witnessed and also global consumption, looking particularly at the expansion taking place in the Middle East and Africa.

A debate followed and moderated by the journalist, Giorgio Lonardi, regarding the key evolutions in the international footwear sector, and also which was also participated by dignitaries by João Maia, Executive Director of Apiccaps – the Portuguese Footwear Components Leather Goods Manufacturers’ Association, Gianluca Mirante, Director, Italy of the Hong Kong Trade Development Council, and Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi.

The inaugural ceremony was attended by Mr Naresh S. Bhasin, Regional Chairman –WR, Mr Mohamed Iftexhar, Regional Chairman Central & Mr Javed Iqbal– COA Member CLE along with CLE representatives.

“Expo Riva Schuh started out as a trade and business fair, and transforms into a complex platform where this sector can meet and compare notes – states Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi. The inauguration aimed to explore and evaluate the role of Expo Riva Schuh as an advantageous outlook over the shoe industry at global level, comparing some of the leading stars of the sector: an opportunity that only Expo Riva Schuh, with its international DNA, is able to of-

fer so comprehensively, due also to its early positioning in the international trade fair calendar.”

Thanking the collaboration with ICE, the arrival of several delegations of buyers is expected, coming from the USA, the Arab Emirates, Russia, Vietnam and Turkey. The objective of this initiative is to develop quality business contacts between the companies taking part in Expo Riva Schuh and the increasing carefully selected and qualified sector operators, from the most strategic and promising markets. As always, a dedicated meeting space will be provided by the GARDA TASTE BUYERS’ LOUNGE in HALL C4 – a special corner in which to taste specialities from the Trentino culinary tradition in collaboration with the Trentino Cooks’ Association.

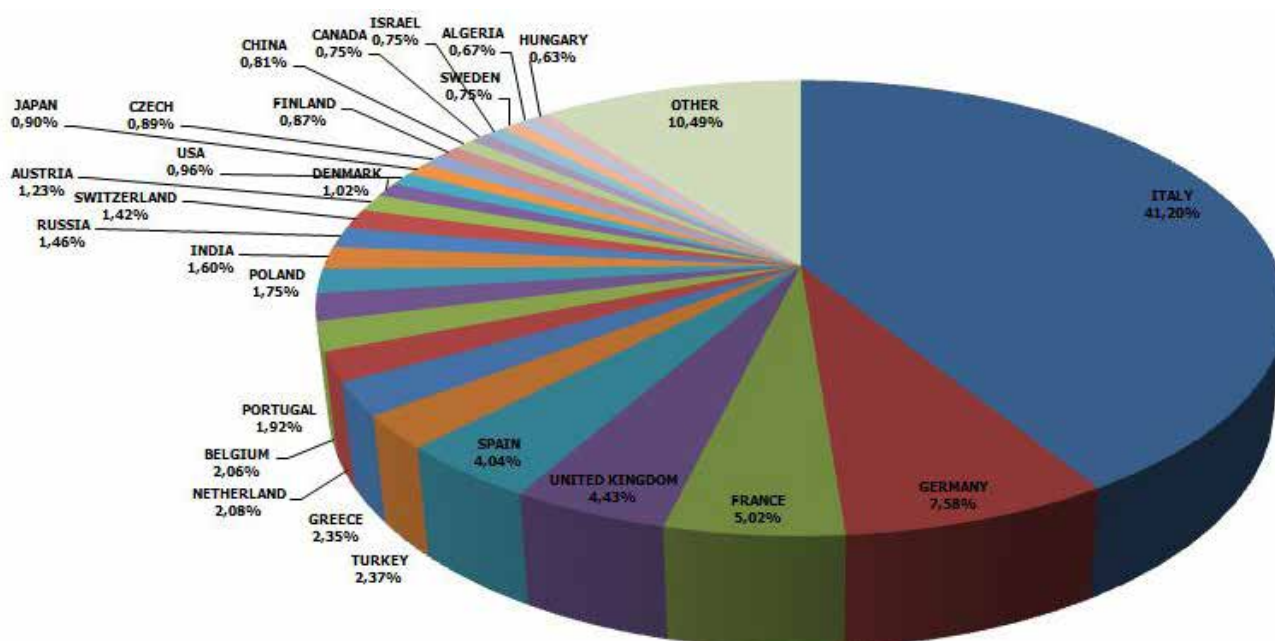
“In response to the evolution of the market, Expo Riva Schuh continues to provide a service platform, creating the ideal conditions in which production and distribution can meet, capable of offering specially created ad hoc services for companies - states Carla Costa, Manager of the Riva del Garda Fierecongressi Fairs Unit. We are working at 360 degrees to grow this event as 2.0 hub for the footwear sector, a place where buyers, companies, journalists and international fashion bloggers can get together and find guidelines regarding the evolution and trends of the most interesting markets. Thanks to our Facebook and Instagram profiles, Expo Riva Schuh is becoming increasingly “social” and will be even more engaging: at the entrance, visitors to the fair will be able to share their experience with the entire fashion community by using the hash-tag #ERS85 and the ‘Share your fair!’ location.”

The brief previews of the fair of fashion trends for footwear collections for Autumn/Winter 2016/17 is as under:

Location	Riva del Garda trade fair district – Palazzo dei Congressi - Hotels
exhibition area	32,500 Sq.Mt.
Exhibitors	1,408 exhibitors
Italian Exhibitors	311
Foreign Exhibitors	1,097 exhibitors representing 39 countries from all over the world.
Visitors	Italian and foreign organised distribution: department stores, hypermarkets, purchase groups, mail-order, chains of shops, large-scale organised retail, wholesalers, importers. Small chains and Italian and foreign retailers
Products	Footwear collections for men, women and children
Trade Visitors Attended	13104 trade visitors, an increase of visitors from Italy, Germany, Netherlands, India, Russia and China.

The trade visitors increase from overseas countries is explained in the following graphs which was published by the fair organizer

THE LEADING COUNTRIES REPRESENTED BY EXPO RIVA SCHUH VISITORS (85th EDITION)



Organisation of CLE INDIA PAVILION @ 85th EXPO RIVA SCHUH, GARDA under MAIS funding Dept. of Commerce, Govt of India

Considering the huge participation charges, the CLE India pavilion in Expo Riva Schuh, Garda, January 2016 had been organised by the Council from June 2015 onwards consecutively for the 2nd time with participation fee subsidization of Rs.1,80,000/- per member under MAI scheme of the Department of Commerce, Government of India. This measure had helped the members representing MSME segment to participate in this important exhibition which serves as a gateway to European Market for Footwear. The CLE India Pavilion in January 2016 edition of Expo Riva Schuh, Garda was organised under MAI scheme as mentioned above with participation of 81 members with an area of square meters in Hall 1353 in Hall Nos. A3 and B4. The list of exhibitors of CLE India Pavilion is appended below

CLE's Information Stand and Publicity Materials @ 85th Expo Riva Schuh

To facilitate group participation of member exporters, the Council had set up a coordination point which is also served during the fair days as India information stand. The Publicity and promotional materials namely Leather News India, Members Directory, Information on Indian Leather Sector and exhibitors profile booklet were displayed along with publicity posters about Indian leather sector. Publicity and promotional booklets were distributed to the trade visitors visited the CLE Information stand. In all about 60 trade visitors visited the Council's information stand from countries like Italy, Greece, France, Germany, UK, Japan, Russian Federation, Switzerland, and South Africa have collected this promotional materials. The publicity posters displayed at CLE information stand were of note worthy to many trade visitors.



Mr. Javed Iqbal COA Mel and Mr. Omar Farooq COA Member at CLE Stand



A trade visitor collecting promotional material at CLE information stand



Mr. Mohammad Iftekhar Regional Chairman (CR) along with another member at CLE information stand.



Mr. Naresh S Bhasin Regional Chairman (WR) along with Antonio Munar, Design Director Europe at CLE stand



Trade visitors from Russian Federation collecting the publicity and promotional material from CLE stand.



A full view of CLE information stand also seen the officials on duty Mr. M.J. Jamal Md. Mohideen AD, Mr. R.K. Shukla AD, Mr. Roop Kumar Mishra AEPO and Mr. V. Sudharsanan AEPO

Business Generated and Members Feedback

As per the feedback obtained from the members at the end of the fair, it was reported by the members that 1447 business visitors had meetings with our exhibitors under CLE India Pavilion and firm orders for Euro 4.80 mn was booked by the buyers during the fair days and expects future order worth about Euro 12.44 mn which was based on enquires generated during the fair. A list of participants under CLE India Pavilion is appended below for the information of the members.

List of Participants

Sl. No	Name of the Company	Place
1	A.V. Overseas	Agra
2	Ahmed International	Kanpur
3	Al Barkah Tannery P Ltd	Kanpur
4	Alaz Exports	Chennai
5	Alig Tannery	Kanpur
6	Amar Brothers Global (P) Ltd	Kanpur
7	Anam Exports	Kanpur
8	Ascot International	Agra
9	Avani International	Agra
10	Baco Metallic Industries	Delhi
11	Bandejjia Traders	Agra
12	Bharat Expo International	Delhi
13	Calico Trends	Kanpur
14	Dave Overseas	Delhi
15	Emco Exports	Agra
16	Euro India Exports	Kanpur
17	Excelsior Leathers Pvt Ltd	Kolkata
18	Feet Care	Mumbai
19	Flourish Shoes	Kanpur
20	G.G Footwear	Agra
21	Global Export	Kanpur
22	Global Footwear	Agra
23	Global Impex	Delhi
24	GR International	Agra
25	Great Shoe Exports	Agra
26	HKHR International	Agra
27	HMA Leather Export Pvt Ltd	Agra
28	I.A. Leather (India) Pvt. Ltd.	Kanpur
29	IMZA SCM	Chennai
30	Indian Leather Company	Mumbai
31	Indian Leather Creations	Mumbai
32	J.J.Trade Links P Ltd	Delhi
33	J.M Footwear Exports Pvt. Ltd	Agra
34	Janex	Delhi
35	Just Jive	Mumbai
36	Jute Wonders Unlimited	Delhi
37	K. K. Leather Mart	Agra
38	K.G. Footwear Exports (P) Ltd.	Kanpur
39	K.S.S. Shoe Industry	Agra
40	Kapoor International	Agra

Sl. No	Name of the Company	Place
41	Kapsons Worldwide	Agra
42	Kundra International	Agra
43	Leather Linker Footwear Pvt Ltd	Agra
44	Leayan Global Pvt Ltd	Kanpur
45	Leo Wet Blue Leather Pvt Ltd	Delhi
46	Lexpo International	Mumbai
47	Naaz Exports Pvt Ltd	Kanpur
48	New Decent Footwear	Agra
49	Opal Tricontinental	Agra
50	Pakkar Leather Export Co	Chennai
51	People's Exports Pvt Ltd	Agra
52	Perfect Footwear	Agra
53	Prachi Leathers (P) Ltd	Kanpur
54	Pronto Moda Pvt Ltd	NOIDA
55	R.S.V. Worldwide	Agra
56	Ram Leather Apparels	Chennai
57	Renuka Enterprises	Agra
58	Riding House	Kanpur
59	Ruksh Footwear Pvt Ltd	Kanpur
60	Sachdeva Overseas	Agra
61	Sakay Overseas	Delhi
62	Season Footwear	Jalandhar
63	Shumakers International	Mumbai
64	Silver Line Fashion	Kanpur
65	SKS Global Pvt Ltd	Delhi
66	Stylo Shoes Pvt Ltd	Kolkata
67	Sumanglam Footwear Pvt Ltd	Delhi
68	Super Shoes Limited	Kanpur
69	Super Tannery Ltd	Kanpur
70	Suri Shoes (P) Ltd	Kanpur
71	SV Shoes Enterprises	Agra
72	Swadeshi Overseas	Kanpur
73	Transworld Shoes Pvt Ltd	Agra
74	Trela Overseas	Agra
75	U V Overseas	Agra
76	Unique International	Kanpur
77	Varun Exports	Agra
78	Veerupakshi Group	Agra
79	Z.B International	Agra
80	Zeeko Shoe Factory	Agra
81	Zoya Exim	Kanpur

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Glimpses of CLE India pavilion @ 85th Expo Riva Schuh – Buyers at Business Meetings in few stands of members





Meeting between Expo Riva Congressi officials and CLE Officials on 19th January 2016

The Council official had an exclusive meeting with the Senior Officials of Expo Riva Schuh, Garda which was participated by the following officials

1. Ms. Carla Costa, G.M. - Expo Riva
2. Ms. Jessica Rinaldi, Sr. Executive
3. Mr. M J Jamal Md Mohideen, AD CLE
4. Mr. R K Shukla, AD - CLE
5. Mr. V. Sudharsanan, AEPO - CLE
6. Mr. Roop Mishra, AEPO - CLE

Initiating the discussion, Ms. Carla Costa greeted CLE officials and discussed about foot fall in Hall A 3 and business for Indian exhibitors at India Pavilion which was replied by CLE team as very positive based on the feedback given by the exhibitors. Mr. R K Shukla, AD thanked the

Expo Riva Schuh fair authorities for their instant support to CLE in organizing the fair successfully and also for their sponsorship for UITIC. As per directives of Head Office an Invitation was extended verbally by CLE to the following senior Officials of Expo Riva Schuh for the UITIC Congress:

1. Mr. Roberto Pellegreni, President
2. Mr. Liazza, Managing Director
3. Ms. Carla Costa, GM

Mr. M J Jamal Md Mohideen, AD also thanked them for their sponsorship of Rs. 5 lakh for the UITIC Congress. Upon enquiry by Ms. Carla Costa, he replied that the participation will be on the same pattern of hiring bare space and Council will arrange the construction on its won which was agreed by Ms. Carla Costa. The other issues such as insufficient water bottles were discussed in detail and readily agreed by Ms. Carla Costa that sufficient availability water from next edition onwards.



At a meeting between Ms.Carla Costa, Manager Expo Riva Schuh and Ms. Jessica, In charge of India Pavilion



A view of Riva Del Congressi officials and CLE officials at the review meeting.

About Next 86th Edition of Expo Riva Schuh Garda, June 2016

The Council will organised the CLE India Pavilion in ensuing 86th edition of Expo Riva Schuh under Market Development Initiative scheme of the Department of Commerce, Government of India per the dates notified by the fair organizer which will be held between June 11-14, 2016 (Saturday to Tuesday) for presentation of Summer 2017 collections. The interested members are requested to approach the Council's offices for their participations.

