

Indian Leather Show , 21st & 22nd March 2017, Madrid, Spain .

Spain is the largest country in Southern Europe and fourth largest country in Western Europe (behind France) and with an average altitude of 650 m. Its total area is 504,782 km² (194,897 sq mi) of which 499,542 km² (192,874 sq mi) is land and 5,240 km² (2,023 sq mi) is water. By population, Spain is the sixth largest in Europe and the fifth in the European Union. Spain is the fourteenth-largest economy and it is also among the largest in the world by purchasing power parity (PPP).



His Excellency Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain(in the middle 1st row) with Mr Mukhtarul Amin, Chairman- CLE in the right and Mr R. Ramesh Kumar, I.A.S, ED, CLE in the behind with Spanish Leather association Leaders.

The country is a member of the European Union, the Organization for Economic Cooperation and Development, and the World Trade Organization. A Strong GDP growth was registered also in 2016, with the country growing twice as fast as the eurozone average. According to the IMF forecast for 2017, Spain will recover this year all the GDP growth lost during the economic crisis, exceeding for the first time in 2017 the output level that had been reached in 2008. Spain is the twelfth-largest exporter in the world and the sixteenth-largest importer.

Trade is important to Spain's economy; the value of exports and imports taken together equals 64 percent of GDP. The average applied tariff rate is 1.5 percent. In general, foreign and domestic investors are treated equally under the law, and most sectors of the economy are open to foreign investment.

Import Potential of Spain

Spain is the 10th largest importer of leather & leather products in the world. Spain accounts for a share of 2.50% in the global leather import trade of US \$ 187.67 billion. Spain's import of leather and leather products increased from US\$ 4008.05 million in 2010 to US\$ 4841.68 million in 2014, growing at a CAGR of 4.84%.

India's Export of leather and leather products to Spain has increased from US\$ 248 mn in 2010 to US\$ 351.26 mn in 2014, grew at at CAGR value of 8.99%. In 2015-16, India's export has declined to US\$327.86 mn, due to general global downtrend.

Spain's Import of Leather & Leather Products and India's share 2010 -2015.

(Value in Million US\$)

Product Category	2010	2011	2012	2013	2014	2015
Leather						
Import	521.86	709.67	612.28	746.38	836.16	
India's Export	24.33	34.43	28.17	41.43	46.67	32.29
% Share of India	4.66%	4.85%	4.60%	5.55%	5.58%	
Leather Footwear						
Import	1292.11	1339.10	1132.45	1145.71	1263.53	
India's Export	99.89	104.72	94.07	106.49	118.17	104.22
% Share of India	7.73%	7.82%	8.31%	9.29%	9.35%	
Footwear Components						
Import	114.15	128.10	113.97	116.42	140.73	
India's Export	11.46	8.63	6.78	10.03	11.44	8.47
% Share of India	10.04%	6.74%	5.95%	8.62%	8.13%	
Leather Garments						
Import	178.90	191.36	181.06	180.17	199.68	
India's Export	46.40	66.32	66.94	72.58	80.1	89.62
% Share of India	25.94%	34.66%	36.97%	40.28%	40.11%	
Leather Goods						
Import	349.52	437.38	387.39	392.73	435.41	
India's Export	62.82	79.12	68.02	74.31	90.72	89.55
% Share of India	17.97%	18.09%	17.56%	18.92%	20.84%	
Saddlery & Harness						
Import	26.79	26.39	23.58	24.94	32.01	
India's Export	2.40	2.34	2.49	2.79	3.2	2.75
% Share of India	8.96%	8.87%	10.56%	11.19%	10.00%	
Non Leather Footwear						
Import	1524.72	1774.98	1509.22	1603.09	1934.16	
India's Export	0.70	0.50	0.7	0.32	0.96	0.96
% Share of India	0.05%	0.03%	0.05%	0.02%	0.05%	
Total						
Import	4008.05	4606.98	3959.95	4209.44	4841.68	
India's Export	248.00	296.06	267.17	307.95	351.26	327.86
% Share of India	6.19%	6.43%	6.75%	7.32%	7.25%	

Source: ITC Geneva and DGCIS

Analysis of Outcomes:

- ❖ Percentage growth of India's share of Leather and Leather products exports of Spain from 6.19 in 2010 to 7.25 in 2014 i.e. a steady percentage growth of 17.12 % from 2010 to 2014.
- ❖ Percentage growth of India's share on Leather Garments exports to Spain has shown a sharp upward movement i.e. 25.94 % in 2010 to 40.11% in 2014 showing a percentage growth of 54.62%.

- ❖ Percentage growth of India's share on Export of Indian Leather Goods to Spain has shown an upward movement i.e. 17.97% in 2010 to 20.84% in 2014 showing a percentage growth of 15.97%.
- ❖ Percentage growth of India's share on Export of Indian Saddlery & Harness to Spain has also shown a sharp upward moving i.e. 8.96% in 2010 to 10% in 2014 showing a percentage growth of 11.60%.
- ❖ Accumulated Leather & Leather product exports from India to Spain has increased from US\$ 248 Million in 2010 to US\$ 351.26 Million in 2015.

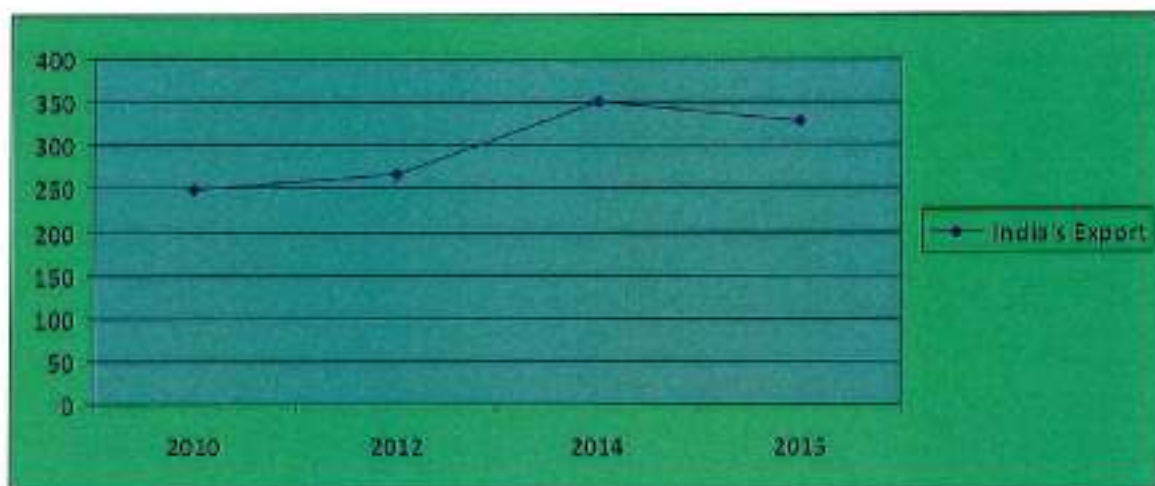


Chart 1:- India's year wise total leather & leather goods exports to Spain (value in US\$ mn)

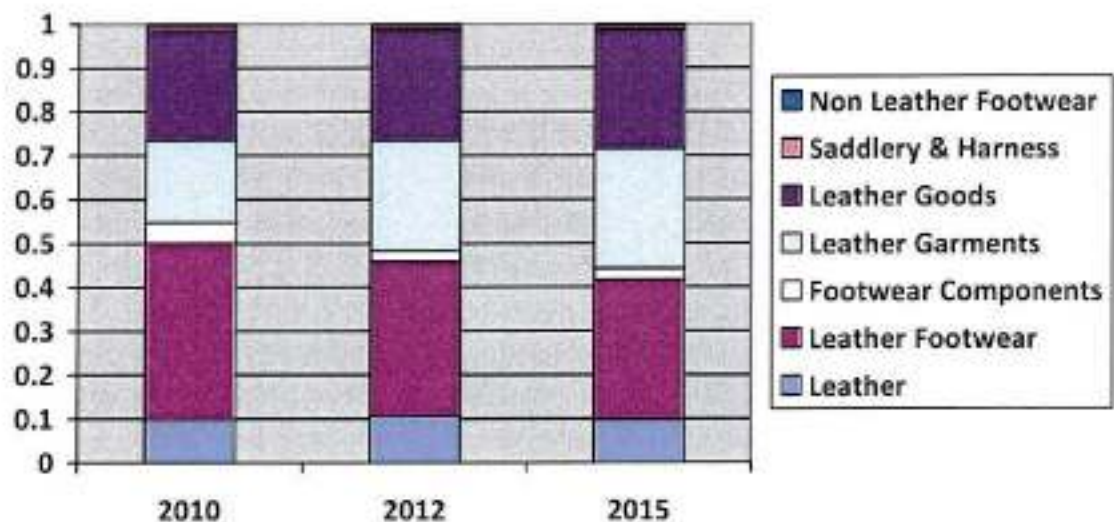


Chart 2:- Reflecting the Indian Leather & Leather product exports to Spain in 2010 to 2015 (Values in Mn US \$, Graph shows 1 = 100Mn US \$)

Above chart shows the year wise and component wise export of Indian Leather & Leather goods to Spain.

India Leather Show 2017-Pre Event arrangements

- CLE had initiated the pre-event organizational arrangements in association with the Embassy of India, Spain. As advised by the Embassy, M/s Seven SM Events Marketing based in Madrid was engaged as the marketing agency for this event. Seven-SM is a Marketing Services Agency with 20 years of experience in organizing international events in Madrid.
- In order to ensure maximum buyers turnout during the event, extensive publicity and tele-marketing activities were undertaken and Series of Email Campaigns to around 3367 database.
- Sending of press releases to the main magazines of the sector in Spain for the publication of the same in said means, as well as to all the associations. Several press releases to all the most significant media of sector in Spain were sent.
- Promotion in newspapers/magazines, diferent press notes, across banners in Mundipress, PINKERMODA, FashionNetwork and MODA.es.

Inauguration of BSM Spain 2017



His Excellency Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain and Mr Mukhtarul Amin, Chairman- CLE are delivering their speeches during inauguration of ILS Spain 2017.

Considering the potential market for Leather goods, leather footwear and garments in Spain, Council for Leather Exports organized the Indian Leather Show Spain 2017 in Madrid on 21st and 22nd of March 2017 under MAIS funding from Government of India. Altogether, 47 member exporters all over India participated in this show with their latest collections. The eight edition of Indian Leather Show, Spain has been inaugurated by His Excellency Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain on 21st March 2017 at 10 am of local time Madrid at Hotel Novotel Center, Madrid, Spain. Mr Mukhtarul Amin, Chairman Council for Leather Exports, India, Mr R. Ramesh Kumar, I.A.S, Executive Director of CLE, Mr Sarvanan Balasubramanian, Third Secretary (Commerce) Embassy of India, Spain, Luis Guichot, President FUR Association, Madrid are the dignitaries present in the Hotel Novotel Center, Madrid for the inaugural ceremony of the event.



Mr R. Ramesh Kumar, I.A.S., ED, CLE and President FUR Association, Spain delivering their lectures during the inauguration of ILS Spain 2017.

Mr Mukhtarul Amin welcomed all the dignitaries, buyers, exporters for their interests and efforts for the BSM. He also added that Leather Sector has been identified as one of the Focus Sectors under the Make in India campaign launched by the Hon'ble Prime Minister of India in 2014. He also welcomed the Spanish companies to consider investing in the Indian leather sector and take advantage of the huge domestic Indian Market with for lifestyle products like Footwear, Leather Accessories & Goods.



Mr Mukhtarul Amin, Chairman- CLE welcoming Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain

His Excellency Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain, also given thanks to CLE for organizing such a glorious event and also mentioned that India should focus on Spain because there is very good demand for quality leather goods, leather garments, footwear and as Spain is one of the main source of leather products of Latin American countries. He also mentioned that Indian exports have an advantage over others in terms of cost, quality and the range of products offered. He also added that Leather is one of the focus sectors under Make in India. Spanish companies must make use of the synergies available and consider investing in India to cater to the Indian domestic market and other markets in Asia.

Mr. R. Ramesh Kumar, Executive Director, CLE has given the formal vote of thanks to the Ambassador of India in Spain, other dignitaries and member exporters for their enormous coordination and active participation. Concluding his speech, the Executive Director thanked the Hon'ble Prime Minister and Hon'ble Minister for Commerce and Industry, Government of India for considering the leather sector as one of the focus sectors for inclusion in the Make in India Programme which is a flagship programme of Government of India.



Participation of Indian Exporters

There was a large scale participation of the Indian exhibitors in this edition. Initially 58 companies confirmed and finally 47 companies from all over India had participated in the India Leather Show, Spain and displayed their latest collections of leather goods, garments, footwear, and finished leather. Each company was provided with a fully constructed stand with name board, partition walls, lighting and display accessories as per their product of display. The stand was constructed in a professional manner giving due care to accommodate all the specified needs of the exhibitors. CLE's attractively designed publicity posters and IBEF's publicity posters in the venue giving a good business ambience. Six Interpreters were engaged to facilitate business meetings.

The list of Indian Exporters participated along with their product details:

S.No.	Name of the Company	Place	Product displayed
1	Premier Exports	Kolkata	Leather Goods
2	Creation	Kolkata	Leather Goods
3	Classic International	Mumbai	Leather Footwear
4	Ashford Laboratories Pvt Ltd	Mumbai	Leather Goods
5	N.S. Lederwaren	Kolkata	Leather Goods, Gloves
6	Ayman Tanning Company Pvt Ltd	Kolkata	Leather Goods
7	Capsons Co (Regd)	New Delhi	Leather Garments, Goods
8	Lilybet Footworld	New Delhi	Leather Footwear
9	Inspire Exim Pvt Ltd	Delhi	Leather Garments
10	R.N.R International	Kolkata	Leather Goods
11	Tristar Exports	Mumbai	Footwear
12	K.D.Orient Impex	Mumbai	Leather Garments

13	Srimani Silpayan India Pvt Ltd	Kolkata	Leather Goods
14	Bharath Leather	Chennai	Leather Garments, Finished Leather
15	IRIS International	Delhi	Leather Garments
16	Creative Pelt Pvt Ltd	Kolkata	Leather Goods
17	MRG International	Kolkata	Leather Goods
18	Asia Apparels	Chennai	Leather Garments, Finished Leather
19	Kyraa International	Delhi	Leather Garments
20	Feather Touch Impex Pvt Ltd	Kolkata	Leather Goods
21	Exotic Traders	Kolkata	Leather Goods
22	J.L.Collection Pvt Ltd	Mumbai	Leather Goods
23	Rex Innovative Design	Kolkata	Leather Goods
24	Zishan Enterprises	Mumbai	Footwear
25	Sarah Garments Pvt Ltd	Delhi	Leather Goods
26	Jama Corporation Pvt Ltd	Kanpur	Footwear
27	SuperHouse Ltd	Kanpur	Footwear/Goods
28	Indus Valley	New Delhi	Leather Goods
29	Sunshine Tannery	Kanpur	Leather Goods/footwear
30	Mani Inaternational	Kolkata	Leather Goods
31	N.S.Leachur Products Pvt Ltd	Kolkata	Leather Goods
32	LEWO Impex Pvt Ltd	Delhi	Leather Goods
33	Larimar Exim Pvt Ltd	Delhi	Leather Goods
34	Elahi Exim India Pvt Ltd	Kolkata	Leather Goods
35	Gaurav Lederwaren Pvt Ltd	Kolkata	Leather Goods
36	Jiya Exim Pvt Ltd	Kolkata	Leather Goods
37	Stallion Markt Dev	Kolkata	Leather Goods
38	Osman Shariff	Kolkata	Leather Goods
39	Kanchan Vanihya Pvt Ltd	Kolkata	Leather Goods
40	Zenith Impex	Kolkata	Leather Goods
41	Regency Impex	Delhi	Leather Footwear
42	Classic Creation	Kolkata	Leather Goods
43	Sayee Leathers	Chennai	Leather Goods
44	Nadeem Impex	Kolkata	Leather Goods, Finished Leather
45	Solanki Tanning Industries	Kanpur	Finished Leather/Goods
46	Siddharth Footwear Exports Pvt Ltd	Delhi	Leather Footwear
47	INMA Enterprises	Mumbai	Garments/Goods/Footwear

Discussion of Ambassador with Indian Exporters





BUSINESS MEETINGS DURING BSM





Buyers Turnouts

Total 243 numbers of overseas buyers were visited the show and many of them placed on-the-spot orders and committed the decent quantity business with the participated member exporters. Total order booked during the event was Euro 1,29,236 and future business bookings was of Euro 6,07,732.

Big European brands like **El Corte Inglés, Cortefiel, GRUPO ILLICE, COVALPETROL, S.L.** etc visited the Show and also places orders.

Significant features of the ILS Spain 20017 for making the Show successful:

- Visit of 243 buyers was a key of success of the show. Presence of large brands in the Show, significant amount of spot business bookings and future orders made the show remarkable.
- Participation of 47 numbers of Indian exhibitors with their wide range of best quality products in the segments of Leather Goods, Footwear, Leather Garments and Finished Leather had provided the Spanish buyers ample opportunity to engage in business.
- The Embassy of India in Spain played an active and crucial role in coordinating all the activities of the Council towards successful organization of the India Leather Show. Selection of the marketing agency "Seven-SM" by the embassy and active marketing promotion and coordination of the event has made the show vibrant and flawless.

Meetings with the Spanish Business Associations



At CLE Information Booth



His Excellency Mr D.B. Venkatesh Verma, IFS, Ambassador of India, Spain (in the middle) with Mr Mukhtarul Amin, Chairman- CLE in the right and Mr R. Ramesh Kumar, I.A.S, ED, CLE in the left, Mr Debasis De, RD-ER and Mr Rattan Kumar, EPO-NR in both sides.



Shri R. Ramesh Kumar, Executive Director, CLE with Mr. Sarvanan Balasubramanian, Third Secretary (Commerce), Embassy of Spain

Conclusion:

The event concluded with a lot of hope and optimism among the participants. The participants opined that the event was quite successful and also helped in the promotion of the '**Brand Image**' of the Country. The Spanish buyers and importers were also quite happy to see the presence of a large number of Indian exporters and the quality of the products manufactured. The confidence of the importers in Spain grew in strength and they also opined that import from India can see a significant jump in the times to come. Most of the participants expressed their desire for participation in the 2018 edition of the event.