

Shoes & Leather 2017 – Vietnam

12 – 14 July, 2017, Ho Chi Minh City, Vietnam

As the renowned trade fair of the shoes & leather industries in Southeast Asia, “The 19th International Shoes & Leather Exhibition” (SHOES & LEATHER – VIETNAM 2017) incorporating “International Footwear & Leather Products Exhibition” was held on 12 – 14 July, 2017 at Saigon Exhibition & Convention Center (SECC), Ho Chi Minh City. With the active participation of exhibitors from 30 countries and professional buyers, “SHOES & LEATHER – VIETNAM 2017” has become a well-known fair and a superior marketplace of its kind in ASEAN countries.

“SHOES & LEATHER – VIETNAM 2017” witnessed the participation more than 600 exhibitors from Argentina, Bangladesh, Brazil, China, Colombia, Egypt, France, Germany, Hong Kong, India, Italy, Japan, Korea, Malaysia, Mexico, New Zealand, Pakistan, Singapore, Spain, Taiwan, Thailand, The Netherlands, Turkey, U.A.E., United Kingdom, USA and Vietnam. More than 12,000 professional buyers visited the fair for business of global industrial technology, shoe making and tanning machinery, leathers & materials, shoe components & accessories, finished products and chemicals etc.

Along with India pavilion there were other pavilions like Brazil, China, Germany, Italy, Taiwan, Thailand, Turkey and Vietnam, proving that “SHOES & LEATHER – VIETNAM 2017”, is a global marketplace for shoes and leather business. The fair had provided an excellent platform for exhibitors to showcase their latest trendy, fashionable footwear, leather goods and accessories collection; of which mainly for ladies shoes followed by men’s shoes, children shoes and small leather goods. Exhibitors are of the view that Vietnam is a high business potential for domestic market as well as a centre point spearheading up to the ASEAN countries, European countries and South American countries.



Shri Mukhtarul Amin, Chairman, CLE at the India Pavilion with dignitaries of participating countries

The Council for Leather Exports set up the Indian Pavilion in the fair with the participation of 34 member companies under grant of MAIS Scheme aimed at enhancing export promotion, soliciting investment and promoting the image of the country’s leather and footwear industry. The Consul General of India, Ho Chi Minh City provided all necessary support for successful organization of India Pavilion in the Fair



Shri Mukhtarul Amin, Chairman, CLE Shri R. Ramesh Kumar, Executive Director and Shri P. Prabhakar Rao, Regional Director(South), CLE at the fair with ITA Delegates



Shri Mukhtarul Amin, Chairman and Shri R. Ramesh Kumar, E.D. inspecting a Crocodile skin displayed at the Fair



Shri Muktharul Amin, Chairman and Shri R. Ramesh Kumar, E.D. inspecting shoes displayed at a stall in the Fair

“Indian leather has good price and quality; why cannot we buy from India?

Every year, we import billions of VND worth of leather from other countries, not India.” Said Diep Thanh Kiet, Vice -Chairman of the Vietnam Leather, Footwear and Handbag Association (LEFASO).

Leather and footwear are among the Vietnam’s key export items, fetching US\$16.2 billion last year. They are expected to rise to US\$18 billion this year. According to GOI data, total trade between the two countries during April – Nov of fiscal year 2016-2017 was US\$ 6244.92 million. The two sides agreed to set the target of bilateral trade at USD 15 billion by 2020. The Leather & Leather Products exports from India to Vietnam rose from US\$40.66 million in 2009 to \$92.89 million in 2016.

The visit of Shri Narendra Modi, Hon’ble Prime Minister of India, to Vietnam in September 2016 further enhanced the relations between both the countries

The 19th International Shoes & Leather Exhibition is a great opportunity for Vietnamese and Indian leather businesses to meet, talk, and share information about each country’s market, as well as to find partners, boost exports, and expand markets.

Footwear is an industry of great interest for the Indian Tanneries and Finished Leather Suppliers. As

a country with remarkable success in footwear and leather, India hopes to partner Vietnamese businesses to improve product quality and enhance cooperation between businesses.

CLE PAVILION AT THE FAIR



CLE representatives Shri P. Prabhakar Rao, Regional Director(South), CLE and Shri Roop Kumar Mishra, AEPO at CLE Information Booth

CONCLUSION

The Indian Participants were able to attract good number of customers to their booths and over 300 business meetings held with the visiting Clients. Apart from the New Customers, they showed their new collections and samples to their existing customers out of which they are expecting more business. Though the participants are unable to predict the confirmed business value, they are very much positive expecting good volume of business out of this Participation.

Though there was tough competition from Brazil and Italy pavilions, the Indian Pavilion attracted sizeable crowds and well received by the visitors with steady footfall. The feedback given by the Indian participants is encouraging and they expressed their gratitude to the Council for organizing such an event in most professional way and assured to participate in the fair next year scheduled to be held on July 11-13, 2018. The 3 day fair is ended with overall good response.

Factory Visits in Vietnam

As part of efforts to promote exports to Vietnam, CLE participated in the 19th International Shoes & Leather Fair, Vietnam held during July 12-14, 2017 Ho Chi Minh City, Vietnam. 34 member exporters of leather & leather products took part of the event and displayed their latest range of products.

In order to enhance trade & improve investment relations with India-Vietnam, the Council for Leather Exports, India in association with the LEFSO organized visits to production units during 11th & 13th July 2017 coinciding with the 19th International Shoes & Leather Fair, July 2017, Vietnam.

Shri Mukhtarul Amin, Chairman, Council for Leather Exports and Shri R. Ramesh Kumar, IAS, Executive Director, Council for Leather Exports, visited the production units located at various leather clusters in Ho Chi Minh City, Vietnam and saw production activities & also discussed on the various aspects of production cycle and technology innovation, production capacity and assessed the possibilities of joint ventures and collaboration between Indian and Vietnamese counterparts.

Factory Visit at M/s. HHL Decor Service Trading Production Co. Limited This is one of the manufacturing units of furniture, curtain and upholstery. Mr. Kam Coug Huy, Director of the company welcomed the Chairman and Executive Director, CLE and apprised about their company and range of products being manufactured and supplied to the major hotels and resorts existing in Vietnam. While sharing the company's success story, it was mentioned that they are very much concerned about product quality, customer satisfaction and reliability .



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE during factory visit.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE and Mr. Lam Cong Huy, Director of HHL Décor during interaction meeting.

Unit visit at M/s. Vinh Thinh Footwear, Vietnam: They are one of the leading Manufacturer Exporters of Leather & Non Leather Footwear and Bags located in Ho Chi Minh City, Vietnam. Mr. Huynh Thoai Long, Deputy Director and Mr. Tran Trung Hoa, Asst. to CEO of Vinh Thinh Footwear Company welcomed the Chairman and Executive Director, CLE and apprised about the company including capacity, production cycle, technology, markets etc. and thereafter accompanied them to the production floor for showing their production process, technology, testing laboratory and other related activities. They informed that their unit is having the annual capacity of 2.5 million pairs of shoes mainly PU.

Chairman, CLE interacted with the company representative and informed about the objective behind visiting in units i.e. possibilities of technical collaborations and joint ventures etc., Executive Director, CLE apprised about the functioning and role of the Council for Leather Exports and apprised about the various range of products

being manufactured in India. He added that the trade and political relations of India and Vietnam is increasing and strengthening since last 4 years.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE during factory visit.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE and Mr. Tran Trung Hoa, Asst. to CEO of Vinh Thinh during interaction meeting.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE during unit visit.

Unit visit at M/s. Gamma Furniture Factory, Vietnam: Ms. Quynh Nhu, Marketing Executive warmly welcomed and briefed about the production activity and products specialty being manufactured and exported. The company is one of the leading manufacturers of products connected with exterior and interior designing of furniture including upholstery. The representative of

company accompanied the Chairman & Executive Director, CLE and seen the production process and discussed on various aspects of operations involved for manufacturing of products.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE during factory visit.

Unit visit at M/s. Thai Binh Group (TBS), Vietnam: Ms. Pham thi Tuyet Trinh, Representative of TBS Group welcomed and briefed through power point presentation that the company was established in 1992 and initially started sports footwear production

and thereafter company diversified range and nature of products including setting up of outsoles factory, injection factory, TBS logistics and handbag stitching factory. Mr. Diep Thanh Kiet, Vice Chairman, TBS Group apprised that the TBS group invests and develops key business including Footwear, Handbags, Investment and Asset Management, Logistics and Retail etc. The company has been a pioneer since 25 years in the footwear industry and one of the leading footwear providers and also offering large scale production capabilities, reliable high quality products and strong network for manufacturing facilities meeting international standards. They also informed that around 20,000 skilled and unskilled manpower are engaged in the unit and they have setup their target of 37 million pairs of footwear and 4.2 million bags annually.

Mr. Diep Thanh Kiet, Vice Chairman, TBS Group accompanied the Chairman,

CLE and Executive Director, CLE into the production floor, laboratory, Research and Development Cell, fully equipped Embroidery Section and Training Centre for new workers. They have also seen warehouse (bag division). The Chairman & Executive Director, CLE were very much impressed with the entire setup including factory infrastructure, business growth, technological advancement and skilled manpower.



Shri Mukhtarul Amin, Chairman, CLE and Shri R. Ramesh Kumar, Executive Director, CLE and Mr. Diep Thanh Kiet, Vice Chairman, Thai Binh Group (TBS).



*Think Leather
Think India*

INDIA EVENING

HO CHI MINH CITY, VIETNAM | 2.07.2017



Indian Participants with His Excellency Mr. P. Harish, Ambassador of India to Vietnam

The Council for Leather Exports organized a networking dinner “India Evening” at Hotel Sheraton Saigon, Ho Chi Minh City, Vietnam on 12th July 2017 which was attended by Executive members of CIFA (Confederation of International Footwear Association), Members of CLIA (China Leather Industry Association), Members of AGSM (Association of Guangdong Shoe Manufacturers), Members of Philippine Footwear Federation, Vietnam Trade Promotion Agency and other prominent industry members of Vietnam, Taiwan and China and Vietnam Media.

His Excellency Mr. Parvataneni Harish, Hon’ble Ambassador of India in Vietnam and Smt. Smita Pant, Hon’ble Consulate General of India in Vietnam were chief guests to the event. In his welcome address, Mr. Mukhtarul Amin, Chairman, Council for Leather Exports welcomed all the distinguished guests and other invitees. He highlighted the importance and its robust growth of Vietnam in the footwear & leather goods market and also pointed out the India’s strength to meet the demands of Vietnam especially in Finished Leather segment and explained how the partnership between these two

countries benefit mutually. He had also highlighted the technological cooperation between Vietnam and India in cleaner technology options, effluent treatment technologies and human resource development in leather and footwear science and technology. He also welcomed the Vietnamese companies to invest manufacturing facilities in India towards catering to the large domestic Indian market and for export purposes under Make in India initiatives. He welcomed the Vietnamese companies to visit International footwear fair of India scheduled to be held from August 5-7, 2017 in New Delhi and other footwear clusters in India to understand what India can offer to them. He thanked CIFA for helping to interact with various international leather and footwear agencies. He also thanked Mr. Frandle Tse, the Managing Director of Top Repute, the organizers of Shoes & Leather Fair 2017 for allotting prime space to the Indian stalls.

Mr. Parvataneni Harish, the Chief guest at the event, said that the Bilateral Trade of India and Vietnam currently stands at over US\$ 7 billion and India’s Investments in Vietnam stands at US\$ 1 billion and the Govt. of India set a

target of achieving US\$15 billion by 2020. He wished the Leather Industry should play a prominent role in achieving this target. He said that last year Vietnam imported US\$5 billion worth of leather and accessories, only 5 per cent of it from India, the second largest global producer of leather and footwear. He said that Vietnam is most vibrant market and wished CLE will play a crucial role in increasing the leather & leather products foothold 3-5 times more in the coming years than the present size.

Mr. Frank Z Kung, Secretary General, CIFA thanked CLE for giving them an opportunity to interact with Indian Participants and requested his executive committee members to explore the possibilities of importing more leather from India.

Mr. R. Ramesh Kumar, IAS, Executive Director, Council for Leather Exports gave a power point presentation on Potential & Prospects of Indian Leather Sector. He explained the India’s leather manufacturing clusters, the growth of Indian Exports, product wise exports, and India’s presence in the world market. He explained the Make in India initiatives, huge domestic

business opportunity, Govt.'s support measures for FDI and the India's network and infrastructure facilities.

Smt. Smita Pant, Consulate General of India in Ho Chi Minh City thanked the guests for their participation in the Networking Dinner and initiated the interactive session. The participants expressed their gratitude to CLE for organizing the India Evening which gave them an opportunity to interact with the representatives of major footwear associations in Asia.



Mr. Mukhtarul Amin, Chairman, CLE welcoming the guests



Mr. Parvataneni Harish, Hon'ble Ambassador of India in Vietnam speaking at the Occasion



Mr. Frank Z Kung, Secretary General, CIFA speaking at the event



Smt. Smita Pant, Consulate General of India, Ho Chi Minh City speaking at the event



Mr. R. Ramesh Kumar, Executive Director, CLE giving a presentation on Potential & Prospects of Indian Leather Sector



Distinguished Guests at the Occasion

