

Expo Detalles, Peru held from August 2-4, 2017 at Lima, Peru

A report by Sanjay Kumar, Regional Director – North, CLE

Peru is a country in western South America. It is bordered in the north by Ecuador and Colombia, in the east by Brazil, in the southeast by Bolivia, in the south by Chile, and in the west by the Pacific Ocean. Peru with its capital at Lima is a representative democratic republic divided into 25 regions. It is a developing country with a high Human Development Index score of 0.752 and a poverty level around 25.8 percent. Its main economic activities include mining, manufacturing, agriculture and fishing.

The economy of Peru is classified as upper middle income by the World Bank and is the 39th largest in the world. Peru is, as of 2011, one of the world's fastest-growing economies owing to the economic boom experienced during the 2000s. Historically, the country's economic performance has been tied to exports, which provide hard currency to finance imports and external debt payments. Peru's main exports are copper, gold, zinc, textiles, and fish meal. Its major trade partners are the United States, China, Brazil, and Chile. Main current exports from India to Peru are also very diversified such final goods (such motorbikes, medicaments, mobile phones), raw material and intermediate products (Cotton fiber, steel, industry parts) and capital goods.



Trade route between India to Peru

Economic relations

Trade

Bilateral trade between India and Peru witnessed rapid growth in the late 2000s and early 2010s rising from US\$250 million in 2007 to \$1.128

billion by 2012. In 2012, bilateral trade between the two countries crossed the billion dollar mark for the first time, making Peru the seventh Latin American trade partner of India to achieve the milestone, after Brazil, Venezuela, Mexico, Chile, Colombia, and Argentina.

Bilateral trade between India and Peru totaled US\$1.52 billion in 2015-16, recording a growth of 23.19% over the previous fiscal. Indian exports to Peru stood at \$703.177 million, while imports from Peru were \$320.796 million. The main commodities exported from India to Peru are towers of iron and steel, pipes for the oil and gas industry, automobiles, motorcycles and three-wheelers, iron and steel products, polyester and cotton yarns, and pharmaceuticals. The main commodities exported from Peru to India are copper, gold, phosphates of calcium, zinc and lead minerals, fish flour, synthetic cables, and grapes.

The two countries are currently negotiating a bilateral free trade agreement.

Investment

Several Indian companies have investments in Peru's mining sector including iron ore, manganese, phosphate and gold. IFFCO owns a major stake in large phosphate mine in northern Peru, Zuari Agro has a 30% stake (worth about \$36 million) in a rock phosphate reserve in the same region. Reliance acquired an oil block in the country. Several Indian IT firms also operate in Peru. Tata Consultancy Services operates in Lima, and Tech Mahindra began operating in the country after it acquired Israeli company LeadCom.

Redbus acquired majority stake in Peruvian company Busportal. All major Indian pharmaceutical companies have a representative office or local subsidiary in Peru.



Peruvian beverage manufacturer AJE Group opened an Indian subsidiary, AJE India Pvt. Ltd., in Maharashtra to manufacture soft beverages. The subsidiary began operation in December 2010, and invested \$15 million in India by 2016. Machinery firm Resemen S.A.C. established a subsidiary in New Delhi called Reliant Drilling Ltd., after it was awarded a contract from Hindustan Zinc Ltd. Other Peruvian mining services firms such as Opermin and AAC Mining Executors Ltd. have also established operations in India. Lubricants manufacturer Vistony opened a plant near Rewari, Haryana.

Expo Detalles Peru International 2017 is a unique International Exhibition of leather, chemical products, components, equipment and machines for footwear in Peru. It was held in Lima, capital city of the Republic of Peru and is one of the most important fairs in South America.

It is the showcase of opportunities to offer the world our services and at the same time, so that the world shares with Peru its advances, innovations and technology for the benefit of the footwear sector.

Expo Detalles is a complete and dynamic trade show that, due to its trajectory and representativeness, attracts national and international buyers. Undoubtedly, the most successful to carry out excellent business and consolidate partnerships with national or foreign companies

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that will be here willing to negotiate and meet new products and suppliers.

It is a specialized trade show where one finds technological innovations, a wide range of finished products, supplies and components for the manufacture of footwear and related products, specialized exhibitors, consultancies and the advances of trends. The Fair offers direct contact with exclusive brands, official exhibitor catalog, inputs and information on anticipated trends, technology news for business, etc. Last

edition of the fair attracted more than 5000 visitors.

India's export of leather & leather products to Peru has been increasing and then decreasing in past 5 years. In 2015-16 India's export to Peru was US\$ 8.67 million while in 2016-17 the export declined to US\$ 7.89 million. However, Peru's total import of leather & leather products was about US\$394.72 million during 2016-17. Leather Footwear and Non-Leather Footwear can be considered

as major item with imports at about US\$ 73.99 million and US\$ 289.08 million respectively. However, India's export of Leather Footwear to Peru was only US\$ 3.48 million in 2016. Similarly, India's export of Non Leather Footwear to Peru was only US\$ 0.13 million (2016). Hence there exists considerable opportunities to further increase India's export of Footwear to Peru. India presently accounts for a share of 2.00% (2016-17) in Peru's total leather import trade.

PERU'S IMPORT OF LEATHER & LEATHER PRODUCTS AND INDIA SHARE 2012-2016

(Value in Mn US\$)

DETAILS	2012	2013	2014	2015	2016
Leather					
Import	12.18	11.11	9.71	10.15	7.08
India's Export	0.06	0.19	0.18	0.05	0.11
% Share of India	0.49%	1.71%	1.85%	0.49%	1.55%
Leather Footwear					
Import	73.45	85.77	87.57	80.09	73.99
India's Export	2.67	3.52	3.73	4.20	3.48
% Share of India	3.64%	4.10%	4.26%	5.24%	4.70%
Footwear Components					
Import	12.63	11.15	9.42	8.49	6.24
India's Export	0.00	0.04	0.56	0.34	0.10
% Share of India	0.00%	0.36%	5.94%	4.00%	1.60%
Leather Garments					
Import	2.64	3.17	2.75	1.98	1.58
India's Export	0.89	1.23	0.84	0.54	0.87
% Share of India	33.71%	38.80%	30.55%	27.27%	55.06%
Leather Goods					
Import	15.72	15.66	17.02	16.62	16.07
India's Export	4.28	3.30	4.85	3.54	3.20
% Share of India	27.23%	21.07%	28.50%	21.30%	19.91%
Saddlery & Harness					
Import	0.26	0.27	0.60	0.37	0.68
India's Export	0.00	0.00	0.03	0.00	0.00
% Share of India	0.00%	0.00%	5.00%	0.00%	0.00%
Non Leather Footwear					
Import	234.54	284.25	281.38	308.76	289.08
India's Export	0.01	0.01	0.02	0.00	0.13
% Share of India	0.00%	0.00%	0.01%	0.00%	0.04%
Total					
Import	351.42	411.38	408.45	426.46	394.72
India's Export	7.91	8.29	10.21	8.67	7.89
% Share of India	2.25%	2.02%	2.50%	2.03%	2.00%

Source: PERU's Import - ITC Geneva / India's export DGCI&S

Since the present Ambassador of Peru, H.E. Mr. Sandeep Chakravorty was transferred to New York as Indian Consulate, thus, a farewell was organized by Embassy of India in Peru. Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE, Shri Sunil Harjai, Convener, Footwear Panel, CLE, Shri Sanjay Kumar, Regional Director – North, CLE and Ms. Parul Singh, Associate Director – Branding, IBEF attended the farewell on regard of the ongoing Ambassador of Peru H.E. Mr. Sandeep Chakravorty and his wife Mrs. Taruna Chakravorty on 1st August 2017. He was a very active Ambassador and encouraged to increase the business trade in the country. His work was appreciated by Hon'ble Prime Minister Shri Narendra Modi and by world press.

India Pavilion at Expo Detalles Peru 2017

As advised by the Embassy of India, Peru and considering the potential market for leather and leather products there, Council for Leather Exports organized participation of member-exporters in Expo Detalles Peru International 2017 under the MAI Scheme. Altogether, 20 member-exporters all over India have participated in this show displaying wide variety of Leather Goods, Garments, Footwear, Footwear Components, Gloves and Finished Leather. B2B Meetings were organized by the fair authority for the exhibiting companies. The stand was constructed in a professional manner giving due care to accommodate all the specified need of the exhibitors. The stands were laid-out with ample passage and the open space was converted into meeting point for buyers. The excellent display arrangements were perfect for interaction of the Indian exhibitors with the USA buyers. The buyers were able to get an idea of the new products being offered by the India manufacturers.

Council for Leather Exports coordinated the participation of its member-exporters and organized Council's information booth for dissemination of Indian leather industry information.



Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE, Shri Sunil Harjai, Convener, Footwear Panel, CLE, Shri Sanjay Kumar, Regional Director – North, CLE and Ms. Parul Singh, Associate Director – Branding, IBEF at the farewell party

CLE's publication i.e. Members Directory, Leather News India, Exhibitors Profile Booklet and other necessary information were provided among the buyers, visitors and government officials who visited the stall. Mr. Sanjay Kumar, Regional

Director, CLE, New Delhi was present at CLE's information booth during the fair and extended all sorts of co-operation towards the member-exporters and provided information relating to export promotion to the visitors at CLE stand.

List of Participants in Expo Detalles, August 2-4, 2017

S.No.	Name of the Company	Region	Products Display	Booth Number
1	Asian Leather Private Ltd	Kolkata	Leather Bags, Wallets & Purses	1
2	Amit Impex*	New Delhi	Leather Shoes	4
3	Amit Leather Wears	New Delhi	Leather Garments / Bags	5
4	Apollo International Ltd	Noida	Leather Jacket Bag and Belt	15
5	Condor Footwear India Ltd	Surat	Synthetic Footwear for Men, Ladies and Kids	13
6	Florence Shoe Company Pvt. Ltd*	Chennai	Leather Footwear	19
7	Habeeb Tanning Company*	Chennai	Footwear Shoe Uppers / Cow / Buff / Automotive & Upholstery Finished Leather	10
8	Habib Fashion	Kanpur	Finished Leather, Leather Belts, Bags, Wallet & Accessories	16
9	Hijaz Kuroda Gloves Co Pvt. Ltd	Chennai	Mechanic Gloves, Working Gloves, Outdoor Gloves, Golf Gloves, Fashion Gloves	11

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10	International Corporation	Chennai	Finished Leather made out of Cow / Buffalo / Goat and Sheep	3
11	Kamil Leathers*	Chennai	Sheep & Goat Finished Leather	18
12	Kundra International	Agra	All type of Men, Ladies and Kid Shoes & Boots	12
13	Kunvar Overseas	New Delhi	Leather Garments / Apparels	9
14	Naaz Exports Pvt. Ltd	Kanpur	Fashion Footwear, Shoe Uppers & Finished Leather	20
15	P&G Enterprises Pvt. Ltd	Haryana	Leather Garments and Leather Wallets	17
16	R S Lederwaren Pvt. Ltd	Kolkata	Wallets, Ladies Purses, Key Cases, Card Cases, Portfolio, Duffle Bags, Backpacks, etc	16
17	Siddharth Exports	Noida	Men's and Ladies Leather Shoes & Boots	2
18	Skin N Stitch Pvt. Ltd	Kolkata	Leather Handbags and Wallets	6
19	Superhouse Limited	Noida	Men's, Ladies and Kids Leather Footwear	8
20	Wallets Plus	Kolkata	Handbags and Wallets	7
*The companies couldn't turn up at Expo Detalles 2017, Peru.				

Press Conference

On 3rd August 2017 a Press Conference was organized by Council for Leather Exports, Embassy of India in Peru & India Brand Equity Foundation on the Concept of Indian Leather, World's Pride – Discussion on New Fashion Trends in the Leather Industry at Hall Cusco 1&2, The Westin Lima Hotel, Peru.

Ms. Parul Singh, Associate Director – Branding, India Brand Equity Foundation (IBEF) welcomed H.E. Mr. Arup Kumar Saha, Head of Chancery, Embassy of India in Peru, Shri Mukhtarul Amin, Chairman, CLE, Shri Javed Iqbal, Regional Chairman – Central, CLE, Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE, Industry Associations, Member participants, Members of Media and the august gathering.

Shri Manoj Tuli, Convener, Leather Garment Panel, CLE presented a presentation on New Fashion Trends in the Leather Industry. He conveyed that Leather has emerged as a fashion



product in the recent years and the products are no longer only utilitarian but are Brand Statements. He discussed about new uses and development of leather for different products. Leather as a material is seeing a mini revolution of sorts on how it is used, produced and designed. This revolution or evolution is an ongoing process and that's what fashion is all about.



Shri Mukhtarul Amin, Chairman, CLE in his key note address informed that the Council in association with the Indian Embassy in Peru, has organized the First Buyer Seller Meet in 2015 with about 14-16 members. Now in 2017, the Council is organizing the fair participation for the second time, with increase number of participants. He thanked the Indian Embassy in Peru for their continuous support and guidance enabling the Council to organize the BSM in 2015 and now fair participation in 2017. He also thanked Govt. of India for providing the funding support for organizing this event at Peru. Chairman, CLE conveyed that Latin America has been identified as a Focus Market for the Govt. of India due to the large untapped potential for enhancing trade and other forms of collaboration between India and Latin America for mutual benefits. It is one of the significant markets for leather and leather products including Footwear. With Council's promotional initiatives we hope to increase India's share of Peru's Import of Leather and Leather Products by the year 2020. He lastly, wished all the member participants to have successful business meetings in Peru.

Shri Arup Kumar Saha, Head of Chancery, Embassy of India in Peru in his special address expressed his pleasure to be a part of this press conference. He conveyed that the objective of this fair is to develop partnerships with Peruvian leather industry, which also occupies a significant position in the world. The Leather industry in India holds a prominent place in the Indian economy and is known for its consistency in high export earnings. India, like Peru, has a very vibrant leather industry. Add to this, the strength of skilled manpower, innovative technology, increasing compliance to international environmental standards and the dedicated support of the allied industries. He also informed that many bilateral agreements have been signed by the two sides over the years, covering a wide range of cooperation areas. Lastly he conveyed that this fair will provide an excellent opportunity for both sides to work closely to the mutual benefit of both the Peruvian and Indian leather industry, and requested all participants to work towards enhancing cooperation in this vital sector.

The dignitaries had an interactive session with the media wherein the media questioned about leather and leather industry, opportunities in India, benefits of investing in India, Make in India Programme, etc.

Shri Javed Iqbal, Regional Chairman – Central, CLE presented a formal vote of thanks to Mr. Arup Saha, Head of Chancery, Embassy of India in Peru, Shri Mukhtarul Amin, Chairman, CLE for their continuous support and guidance. He also thanked Shri Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE for his valuable speech. He further thanked Ms. Parul Singh, Associate Director, Branding & Communication, India Brand Equity Foundation for organizing the Press Conference at Peru. He expressed his sincere gratitude to media specialist, eminent journalist and press houses for been present on this event and giving a chance to showcase the strength of Indian Leather Industry.

The press conference had the



Shri Arup Kumar Saha, Head of Chancery, Embassy of India, Peru



Shri Mukhtarul Amin, Chairman, CLE addressing the media



Shri Javed Iqbal, Regional Chairman (Central), CLE delivering Vote of Thanks



Interactive session being held with Media

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participation of 28 people, between journalists, fashion bloggers and people related to fashion industry.

After the press conference the media persons took interview of office bearers of CLE.

Visit of Shri Sandeep Chakravorty, Ongoing Ambassador of India in Peru, to India

Pavilion

On 2nd August 2017, Shri Sandeep Chakravorty, Ongoing Ambassador of India in Peru as a courtesy of gratitude visited the Indian Pavilion and encouraged the participants to increase their exports and boost the trade between the two countries. He wished the participants all success for future.

Visit of Shri Mukhtarul Amin, Chairman, CLE to various stalls in the Fair

Shri Mukhtarul Amin, Chairman, CLE visited the various stalls of Expo Detalles 2017 along with Shri Sanjay Kumar, Regional Director – North, CLE to know the various opportunities available with different companies of different countries.

Meeting with Lima Chamber of Commerce

On August 4, 2017 a delegation led by Shri Mukhtarul Amin, Chairman, CLE had a meeting with Lima Chamber of Commerce at Headquarter of Lima Chamber of Commerce, Lima, Peru.



Council for Leather Exports	Lima Chamber of Commerce
1. Mr. Mukhtarul Amin, Chairman, CLE	1. Mr. Jorge Ochoa Garmedia, Presidente del Gremio de la Pequeria Empresa, Lima Chamber of Commerce
2. Mr. Javed Iqbal, Regional Chairman – Central, CLE	2. Mr. Ing. Jose E. Rosas Bernedo, Gerente General, Lima Chamber of Commerce
3. Mr. Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE	3. Mr. Carlos Garcia, Foreign Trade Manager, Lima Chamber of Commerce
4. Mr. Sunil Harjai, Convener, Footwear Panel, CLE	4. Mr. Paolo Fiori Orbegoso, Trade Missions and International Events Coordinator, Lima Chamber of Commerce
5. Mr. Nafees Ahmed, Member, Kolkata Region, CLE	
6. Mr. Sanjay Kumar, Regional Director – North, CLE	

Visit of Chairman, CLE to the stalls



Delegates at Lima Chamber of Commerce

Mr. Bernedo, Gerente General, Lima Chamber of Commerce briefed the delegation about the Chamber wherein he conveyed that the Chamber is 129 years old and having 15,000 members. Regarding foreign trade 3,600 are importers and 1,600 are exporters. Chamber is also having training centers at international level, issue certificate of origin (COO) and take care about payment default of the members.

Mr. Carlos Garcia, Foreign Trade Manager, Lima Chamber of Commerce informed that approx. 15-20 delegation visit Chamber in a year out of that 2-3 delegations use to come from India itself. Chamber support them for increasing competitiveness, trade information, import negotiation, etc.

On response of the above Mr. Mukhtarul Amin, Chairman, CLE thanked Lima Chamber of Commerce for helping Indian participants and to mobilize the good number of visitors and expecting good result from the

participation in the fair. Shri Amin briefed about activities of CLE in detail and specially mentioned about the pro-active approach of Hon'ble Prime Minister.



Meeting with Lima Chamber of Commerce at their Headquarter, Lima, Peru

Mr. Jorge Ochoa Garmendia, Presidente del Gremio de la Pequeria Empresa, Lima Chamber of Commerce informed that Peruvian economy is better economy in the region that is the reason in Peru buyers are not only from Peru but from other Latin American countries. He mentioned about the impact of Indian Textile and Handicraft fair and quiet hopeful about the growth of leather and leather products in the region.

Mr. Manoj Tuli, COA Member & Convener, Leather Garment Panel, CLE mentioned that his company is doing the business in Peruvian market for last 15 years. Now, the market is getting open slowly and Peru can be good partner for Indian leather and leather products.

Mr. Jorge Ochoa Garmendia, Presidente del Gremio de la Pequeria Empresa, Lima Chamber of Commerce enquired about the Indian investment in Peru which was supplemented by Mr. Carlos Garcia who informed that there is 0% duty for capital good, 6% duty on intermediary goods and 11% duty on final products. There is no duty between Brazil, Chile, Columbia, Bolivia and Peru. Peru is already having 16 FTA.

Mr. Sunil Harjai, Convener, Footwear Panel, CLE enquired about possibility of becoming member of Lima Chamber of Commerce and to set up a permanent display center in LCC.

Further, Mr. Mukhtarul Amin, enquired about rules for foreign investor, international bank and Mr. Carlos Garcia elaborated about the rules and informed that they are already having bank like HSBC, Scottia Bank, City Bank, etc. Meeting concluded with thanks to the chair.

Conclusion

Expo Detalles, Peru is a key trade event for leather and leather products. Overall, Expo Detalles 2017 has recorded positive outcome from the business point of view. The show was attended by the high level international

Snapshots of the Stalls



and quality trade visitors. As informed by the member exporters in their feedback form 120 business meetings were held during the event. Most of them not only received good number of serious business enquiries but many of them also booked orders on spot. Member participants reported

that future orders to the tune of 35,300 pieces of leather goods/garments including leather footwear were booked during the show, which amounted to US\$ 10,00,525. Overall, the fair has recorded positive outcome from the business point of view. All participants have stated that the

potential in Peru is very good and there is excellent opportunity for India. More publicity and campaigns can help in creating among the buyers. Thus, the participation of Indian exporters in this fair will further help to boost the bilateral leather trade between the two countries in the coming years.



Indian Leather Industry - Striding with Confidence

