



PASSION & PROFESSION

International Trade Fair for Equestrian Sports

Cologne, 02. – 04.09.2018

Spoga Horse Fair, September 2-4, 2018, Cologne, Germany

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Spoga Horse Fair is one of the most desired and largest international trade meets and exhibition platform for equestrian goods, pet products and related accessories industry worldwide, which took place during September 2-4, 2018 in Cologne, Germany. Since last more than 5 years the Council for Leather Exports is participating and organizing India's participation in this fair in order to provide prolific platform to Indian manufacturer-exporters of saddlery & harness and pet accessories for expanding their international trade wings into targeted markets and consequently enhance India's export share in Germany and other European countries.

Spoga Horse autumn and Spoga+Gafa are held parallel to each other enables the synergies between the two industries. Spoga Horse Fair held twice in a year during February and September month and it is an international trade fairs for equestrian sports industry worldwide. Total 433 exhibitors and 33 countries including India participated in the Spoga horse fair Sep. 2018 edition. The quality of the offer and the innovations of the exhibitors including riding fashion, helmets, shoes, pet accessories, boots to saddles and bridles, through to care and feed products, accessories and services had once again proven that this is single largest sourcing and buying platform to meet the diversified demands in spoga horse fair which offered a complete overview of the market.

Germany – India's Most Preferred

and Potential Market for Saddlery and Harness Goods: Germany is one of the India's momentous trading partners and India's largest trading partner in the European Union. The international trade statistics of both countries have shown that there is huge potential for enhancing mutual trade relations.

Indo-German Bilateral Trade Statistics

Value in Million USD

Particulars	2016-17	2017-18
India's Total Export	275851.7	303376.22
India's Total Export to Germany	7181.61	8687.80
Share (%)	2.60	2.86%
India's Total Export of Leather & Leather Products to Germany	657.37	684.41
Share of Leather & Leather Products in India's Total Exports to Germany	9.15	7.87
India's total Exports of Saddlery and Harness to the world	142.37	156.00
India's Exports of Saddlery and Harness to Germany	28.43	33.46
Germany's Total Import of Saddlery and Harness	147.13	154.89
% Share of India	19.32%	21.60%

Source: Department of Commerce, Govt. of India & Trade Map, ITC

India's current export of saddlery & harness products is about \$ 156 million that is 3rd largest exporter to the world in the value terms and accounting for a share of 9.72 percent in the global saddlery trade of \$1605 million. In quantity terms, India is still the largest manufacturer of saddlery & harness goods in the world with approximately 289 operational units

in Kanpur producing about 32 million pieces per annum. India has registered 9.57% export growth during 2017-18 for saddlery and harness goods whereas close to 18% export growth has been registered for supplying to Germany market for the same product and period.

India (Kanpur) - Preferred Destination for Sourcing of Equestrian and Pet Products:

Kanpur is the largest and most preferred destination in India for manufacturing and export of saddlery and harness goods having plenty of raw material and availability of other accessories. Kanpur has emerged as the most preferred destination for global customers in order to source all kinds of equestrian products, ranging from leather and non-leather saddlery goods, from metallic hardware to riding boots and from riders' apparel i.e. breeches and jackets to horse clothing. The availability of trained manpower in



Kanpur-Jajmau-Unnao, has scaled up in the manufacturing of saddlery & harness goods, for which Geographical Indication has been granted by the Government of India.

India's Participation in Spoga Horse Fair September 2018 Edition: The following 30 companies participated in the Spoga Horse Fair Sep.2018 through Council for Leather Exports under funding support of Market Access Initiative Scheme (MAIS) of Ministry of Commerce and Industry, Government of India and displayed their latest range of products in hall 11.1 and 11.2.

STANDS IN CLE PAVILION



S No	Company Name	Place	Booth Number
1	A K International	Kanpur	T 098
2	Aadil International	Kanpur	P 106
3	ACE Exports Ltd.	Kanpur	P 061
4	Al-Rahman Tacks	Kanpur	K 047
5	ASPEN Manufacturing Co.	Kanpur	S 093
6	Arun International	Kanpur	T 101
7	Brading India	Kanpur	L 114
8	Essel International	Kanpur	G 031
9	Faris Export	Kanpur	T 108
10	FHS International	Kanpur	O 108
11	G B Exports	Kanpur	F 036
12	Golden Exports	Kanpur	K 112
13	Horsekraft Equestrian	Kanpur	T 100
14	Kanpur Saddle House	Kanpur	O 099
15	Ken Follet Inc	Kanpur	L 113
16	Kurubh Saddlery	Kanpur	K 058
17	Legacy Exports Pvt. Ltd.	Kanpur	C 051
18	Madina Overseas	Kanpur	P 070
19	Malik Traders	Mumbai	N 098
20	Naaz Exports Pvt. Ltd.	Kanpur	P 069
21	One World Exports	Kanpur	R 070
22	Panache Exports	Kanpur	P 109
23	Ruksh Footwear Pvt. Ltd.	Kanpur	T 079
24	Ruksh Impex	Kanpur	P 078
25	Ruksh International	Kanpur	T 071
26	Saddle 'N' Tack	Kanpur	T 103
27	Saddlery Masters Inc.	Kanpur	R 089
28	Swastik International	Kanpur	R 101a
29	Vanya Enterprises	Kanpur	N 108
30	Wood Stone	Kanpur	K 060



CLE also had an information booth in the fair.

INTERNATIONAL



In this edition, India's participation in terms of number of exhibitors from any country was the highest @ 21% of total exhibitors in this fair, followed by Germany.

Shri Roop Kumar Mishra, Asst. Export Promotion Officer and Shri Abu Sufiyan, Asst. Export Promotion Officer, Council for Leather Exports, CLE, Kanpur coordinated 30 member-exporters participation and organized CLE's information booth in the Spoga Horse Fair, Sep. 2018 edition. During the event, a number of overseas visitors



Shri Roop Kumar Mishra, AEPO and Shri Abu Sufiyan, AEPO, CLE handing over the industry promotional material to overseas visitors at CLE information booth.

came into CLE's information booth and enquired about the potential and leading manufacturers of finished leather, leather gloves, footwear and saddlery and harness products in India. The necessary guidance was extended to the visitors and relevant inputs were provided along with promotional materials i.e. members directory,

LEATHER NEWS INDIA magazine and brochure on leather industry.

Conclusion: Spoga Horse Autumn further expanded its position as the most international innovation platform and came to conclusion after three successful trade fair days i.e. 2.09.2018 to 04.09.2018. In total, 432 companies



View of Overseas visitor at CLE information booth.

from 33 countries with foreign share of 83 percent (21% Indian participation) presented the current trends, highlights industry strength and developments of the equestrian sport and pet products industry. In total, around 40,000 visitors from 114 countries attended spoga horse autumn and spoga+gafa 2018, as per official data released by the Spoga fair organizer.

While interacting with the Indian participants, it was stated that the opening day of the fair was not enough encouraging but during next two days witnessed acceleration and consistent flow of visitors at the stands 2. Both existing and new customers visited CLE Pavilion. The Spoga Horse Autumn is an important event for

the saddlery and harness industry in order to scale up industry potential and overall development of the export prospects. In particular, the high quality of the trade visitors as well as the high level of internationality impressed the members. Maximum percentage of the trade visitors stated that they are involved in procurement decisions for their companies and some of them were in the decision-making process for identification, selection of products and future trade thereof.

Maximum participants gave a positive feedback regarding the market prospects, range of exhibits at Spoga horse autumn and some were very satisfied as far as achieving their individual goals of their participation

and confirmed participation in the future edition too.

In addition to the saddlery and harness industry's entire line-up of established and startup players from Kanpur who represented in the exhibition halls in Spoga, Cologne shared their positive experience and hoped for productive outcomes in near future. A quantity of more specialized Indian exporters of saddlery and harness industry had additionally displayed and offered dog accessories too.

The next spoga horse spring is scheduled to take place from 2 to 4 February 2019 and further information may be obtained from www.spogahorse.com.

LEATHER NEWS INDIA

Monthly Magazine

The advertisement features a collage of magazine covers and leather goods. On the left, a large cover of 'LEATHER NEWS INDIA' is set against a background of smooth, grey river stones. In the foreground, several pieces of leather footwear are displayed, including a pair of brown leather sandals with intricate gold and purple beaded patterns. To the right, three smaller magazine covers are stacked. The top cover shows a man in a brown leather jacket, the middle one shows a woman in a dark top and white pants sitting on a bench with a purple leather bag, and the bottom one shows a woman in a dark top and white pants sitting on a bench with a purple leather bag. A yellow circular badge on the left cover reads: 'Visit of Unofficial Leather Delegation to Vietnam Panel Meetings - Leather Garments and Leather Footwear'. A red badge on the top right cover reads: 'Meetings with Home of Leather & Fashion Traders High of International Corp'. A white badge on the middle cover reads: '• 90.2.2018 • Visit to Vietnam • Visit to Leather Goods • Visit to Leather Goods'.

**Dedicated monthly on
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