

# India Participates in 77th edition of Mosshoes Mospel Fair International Exhibition for Footwear, Accessories and Material at Moscow, Russia 10th -13th September, 2018

## About the Fair

MOSSHOES is one among the oldest exhibition of the footwear and leather industry, which has been held since 1997. During its existence, the exhibition Mos Shoes has established itself as an effective business platform for establishing business contacts and finding new directions for development in the footwear industry.

Year after year, the exhibition attracts thousands of visitors from all over the world, for which Mos Shoes is a kind of indicator of the current state of the market, its prospects for development and current trends. Mos Shoes Exhibition is 4 days of fruitful work and communication of exhibitors with existing and potential customers at the stands and within the business program of the exhibition, in which leading experts of the industry, covering the current market issues, take part.

It is an international B2B exhibition for footwear accessories, components and materials. The volume of the Russian footwear market in terms of product marked a 21,4 per cent growth in 2017 and it amounted to 329,2 million pairs. In terms of cost, the growth was 30,7% meaning 1363,1 billion rubles. Since 1997, Mosshoes have added comprehensive business programmes which are organized for exhibitors and visitors to understand the business requirements and compliance issues in Russia for efficient and sustainable supply. Moreover, side by side they also organize master classes by experts who give business insights to the visitors and exhibitors.

The exposition is supported by the Russian Union of Tanners and Shoemakers. The major manufacturers and suppliers from Russia, Italy,

Germany, Brazil, China, Turkey, Uzbekistan, India and Iran - participating in this exposition. Belonging to the sectors like natural leather, synthetic leather, Components for footwear and leather products manufacturing, Chemicals for footwear and leather industry, Equipment for footwear manufacturing etc.

## Visitors Profile and market Segments @ September, 2018 edition

In the September, 2018 edition of the fair, Mosshoes has created thematic divisions like season footwear collections, footwear for children and teens, leather and components, bags and accessories, design and retail concept. Visitors profile belongs to retailers, wholesaler, producers, business owners, purchase managers and exports. The major market segments for which visitors participate in the fair belong to Women Footwear, Men's Footwear, Children Footwear,

Bags and Suitcase, Accessories, Natural Leather, Hardware, Synthetic Leather, Fabrics, Soles, Equipment, Fabrics, Soles and Fabrics.

## Indian Participation in the 77th edition of the MOSSHOES-MOSPEL Fair

Council for Leather Exports (CLE) organized the largest ever participation of 49 companies in the Mosshoes - Mospel Fair held during Sep 10-13 2018, with support from the Market Access Initiative Scheme of the Ministry of Commerce & Industry, Govt. of India. Participants from India displayed their latest range of products viz. footwear, footwear components, leather garments, leather goods and accessories and also finished leather. Branding of country brand image was undertaken at the fair with support from India Brand Equity Foundation (IBEF). The companies, who were participated in the CLE India Pavilion are as under:-

Sl. No	Company Name	Region
1	AADHIL LEATHER EXPORT	Chennai
2	Adees Exports	Agra
3	AIS Trendz	Kanpur
4	AKI India Limited	Kanpur
5	Chennai Mesh Enterprises Pvt. Ltd	Chennai
6	Continental Leather Corporation	Kolkata
7	Desert Rose Designs	Haryana
8	East West Tanners	Kanpur
9	Elahi Exim India Pvt. Ltd.	Kolkata
10	Enhance Lifestyle Private Limited	Delhi
11	Fawz International	Kanpur
12	Flourish Shoes	Kanpur
13	Habib Leather Venture	Kanpur

## B2B meetings @ CLE India Pavilion

14	Hiba Tanning Company	Chennai
15	I.A. LEATHER (INDIA) PVT. LTD.	Kanpur
16	Ideal Creations Pvt. Ltd	Jaipur
17	Jamiq International	Kanpur
18	K V S EXIM INDIA PRIVATE LIMITED	Kanpur
19	Kiwi International	Mumbai
20	KSS Shoe Industry	Agra
21	Maggnus Corporation	kolkata
22	Mahfooz Exports	Kanpur
23	Moolai Leather Exports	Vaniyambadi
24	MSN Leather Company Pvt. Ltd	Chennai
25	N J Exports	Kolkata
26	Nano Overseas	Delhi
27	Narayan Overseas	Agra
28	NEWAGE LEATHERS PVT LTD	New Delhi
29	Om Leather Artdeco Pvt. Ltd	kolkata
30	OMAA OVERSEAS	Agra
31	Pakkar Leather Export Co.	Vaniyambadi
32	Paramount Leather Corporation	Vaniyambadi
33	Prabha Exports	Agra
34	Prits Leather Exports Pvt Ltd	New Delhi
35	Relaxo Footwear	Delhi
36	Rising Star International	Chennai
37	Ross Leather Goods	Kanpur
38	S.K. Shoes and Boots Pvt. Ltd	Kanpur
39	Saktthi Footwear	Chennai
40	Sarvatma Impex Pvt Ltd	Delhi
41	Siddharth Exports	New Delhi
42	Skin N Stitch Pvt. Ltd.	Kolkata
43	Sterling Organics & Chemicals	Kanpur
44	Superhouse Ltd	Kanpur
45	Trident Exports	Kolkata
46	Umar Trading Company	Agra
47	Unique International	Kanpur
48	Ven Ponn Shoes Pvt. Ltd	Chennai
49	Zafar Alam International	Kanpur

Out of the above 49 companies, 5 participants could not turned up due to refusal of visa and other reasons. Mr. Atul K. Mishra, Regional Director-North and Mr. Vijaya Kumar. C, Assistant Director, CLE attended the fair and coordinated group participation of the member-companies.





# INTERNATIONAL



Meeting with Mr. Alishurpaev, Adviser to the Head of the Government of the Republic of Dagestan & his Team members @ CLE Information booth.

The India Brand Equity Foundation (IBEF) extended branding support to CLE, by way of publicity hoardings, banners etc., which helped to improve the overall ambience of “CLE India Pavilion” @ September 2018 edition of MOSSHOES-MOSPEL Fairs.



*IBEF branding @ MOSSHOES-MOSPEL Fair*

### Business turnout @ CLE India Pavilion

As per feedback form submitted by the participants @ CLE India Pavilion, 455 buyers & business visitors visited the booths of Indian participants and 216 B2B meetings were held during the four days event. It was reported that business worth USD 3729160 (both on the spot as well as expected) was generated in the fair. The Indian participants given the feedback that the customers visited CLE India Pavilion includes their existing buyers as well as few potential buyers. Many major Departmental and Chain Stores in Russia also visited CLE India Pavilion and negotiated business with Indian participants. In terms of

business turnout, the leather goods/accessories exhibitors were happier than the companies, who displayed footwear products. Out of 44 Indian companies participated in the September, 2018 edition, 31 members had shown interest to participate in the next edition of the MOSSHOES through CLE. As per agreement, the Organizers of MOSSHOES-MOSPEL Fairs also organized visit of a few potential buyers to CLE India Pavilion.

### Concurrent Events @ September 2018 MOSSHOES fair

Uzcharmimpex UE (a subsidiary enterprise of the Association Uzcharmsanoat), in association with CLE organized a B2B forum between

Indian companies and Uzbekistan companies, those who participated in the September, 2018 edition of the MOSSHOES/MOSPEL Fair on 10th September, 2018 at the fair venue. The forum discussed issues pertaining to further cooperation between India and Uzbekistan in the Footwear and leather sector.

An International Forum of Leather and Footwear Associations from various CIS Countries and Turkey was also organized at the venue, wherein various topics relating to cooperation between Industries in their respective Countries were discussed. Mr. Sunil Harjai, Convener, Leather Footwear Panel, CLE represented the Indian Leather Industry in these forums.





Indo-Uzbek B2B Forum held on 10/09/2018. Mr. Sunil Harjai, Convener, Leather Footwear Panel, CLE addressing the Forum.



Fashion Show @ MOSSHOES Fair



Uzbekistan Country Pavilion @ MOSSHOES

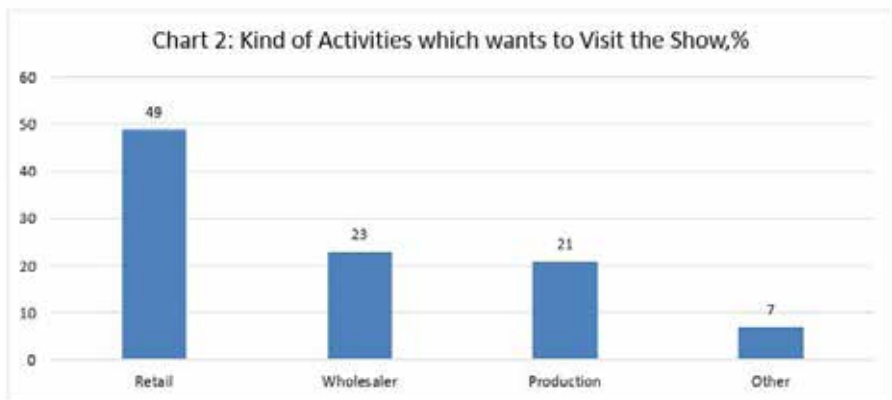
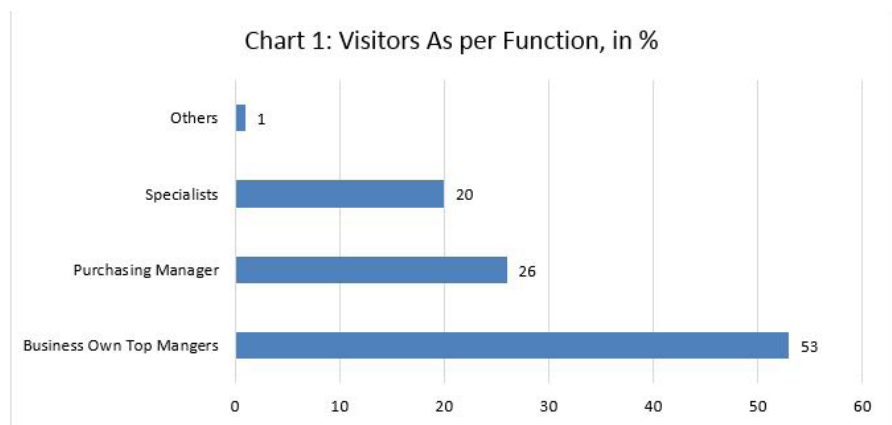
### Some interesting facts about September, 2018 edition of the Fair

As per the reports of the Mosshoes authorities, buyers who visited September, 2018 edition of the Show, as per their area of interest, are classified as follows:-

It is interesting to note that business owned top managers have highest participation followed purchase managers and Specialists. This segmentation of visitors suggests the business inclination of owners and their interest. Similarly, in the below chart 2 according to the activities segmentation have been depicted. It can be seen that retailers have major interest in visiting the fair followed by wholesaler and producers.

Type of activities for which visitors visit the show:

Moreover, Russian leather market is very much price sensitive and majority



of the visitors interest in the middle price segment goods (58%) followed by High price segments (32%) and Low price segments (27%).

**Russia’s International Trade of Leather and Leather Goods**

Russia is considered as high consuming country and its household and non-household expenditures have grown very fast in the last one and half decades. Trends reveal that Russia remains the prominent market for consumer goods suppliers. Despite having all kind of hardship Russia’s merchandise trade is in their favor and have positive trade balance for all merchandise goods. This may be attributed to oil, oil goods and defense goods exports which helps them to have positive trade balance. However, their trade balance in leather sector negatively skewed indicating their imports are higher than the exports. But share of leather goods in total merchandise imports of Russia from world is only 2%.

Russia’s leather and leather goods import constitutes leather Footwear (37%), Non-leather Footwear (33%), Leather Goods (15%), Leather Garments (8%), Footwear Components (4%), Finished Leather (1%), Raw Hide & Skin (1%) and Saddlery& Harness (0.2%). Russia’s total leather and leather goods import was to the tune of USD 4293 million in the 2017 up by 36% over the previous year. It is striking to note that leather garments import in Russia have moved up by 55% in the year 2017 over the previous year.

Imports from World, in USD Mn.			
Items	2013	2014	2015
All Leather Goods	6,084	4,952	3,179
Leather Footwear	2,197	1,897	1,185
Non-Leather Footwear	2,092	1,563	1,074
Leather Goods	986	828	541
Leather Garments	418	362	220
Footwear Components	300	230	108
Finished Leather	54	39	27
Raw Hide & Skin	27	22	17
Saddlery & Harness	11	10	7
Imports from India, in USD Mn.			
Items	2013	2014	2015
All Leather Goods	102	97	76
Leather Footwear	39	34	30
Non-Leather Footwear	5	4	3
Leather Goods	8	9	7
Leather Garments	31	29	24
Footwear Components	15	15	9
Finished Leather	4	5	3
Raw Hide & Skin	0	0	0
Saddlery & Harness	0.232	0.296	0.215

Source: Trade Map, ITC, Geneva, 2018

Leather and leather goods imports from India constitutes Leather Footwear (35%), Leather garments (21%), Footwear components (21%), Leather Goods (8%), non-leather footwear (3%), Raw Hide & Skin (0%) and Saddlery & Harness (0%). Imports from India in Russia has posted highest growth footwear components (81%)

followed by finished leather (50.4%), Non-leather footwear (49.5%),Leather goods (43.0%), saddlery & harness (34.2%). Russia does not import any hide and skin from India. It is important to note that leather footwear imports in Russia from India have seen negative growth in the year 2017 over the previous year.

