

## CLE Organized Leather Promotion Event & Buyer Seller Meet (BSM) in Leon, Mexico on 16th November, 2018

As part of exploring export promotion opportunities in the new and potential markets, Council for Leather Exports (CLE) organized a Leather Promotion Event and Buyer Seller Meet in Hotel Holiday Inn & Suites Plaza Mayor, Leon, Mexico on 16th November, 2018, on self financing basis. The programme was organized in close coordination with Embassy of India, Mexico and with the support of Confederation of Industrial Chambers of Mexico (CONCAMIN), Chamber of the Tanning Industries of the State of Guanajuato (CICUR) and Chamber of the Footwear Industry of the State of Guanajuato (CICEG). This was the first ever export promotion activity organized by CLE in Mexico, under the stewardship of Mr. Mukhtarul Amin, Chairman-CLE.

08 Indian exporters of footwear, finished leather, leather garments, leather goods and accessories participated in the event and displayed their latest range of products for B2B meetings with the Mexican buyers and business visitors. The companies participated in the BSM were:-

1. M/s Caldes Fashions, Chennai
2. M/s Forms N Fashions, Chennai
3. M/s G.P. Exports, Kolkata
4. M/s Orion Tradecom Pvt. Ltd., Kolkata
5. M/s Super Tannery Limited, Kanpur
6. M/s Superhouse Limited, Kanpur
7. M/s Viralli Enterprises, Chennai
8. M/s Satyam Creations Pvt. Ltd., Kolkata

The inaugural programme of the Leather promotion event was conducted at 9.00 am on 16/11/2018. Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico and Office bearers/members of



*Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico and Mr. Mukhtarul Amin, Chairman-CLE, jointly inaugurating the event*



*Mr. Mukhtarul Amin, Chairman-CLE, addressing the gathering during the inaugural programme.*



*Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico, delivering his inaugural address*

CONCAMIN, CICUR and CICEG were present on the occasion. Mr. Mukhtarul Amin, Chairman-CLE represented the Indian Leather Industry in the Programme.

Speaking on the occasion, Mr. Mukhtarul Amin, Chairman-CLE thanked the Embassy of India in Mexico, CONCAMIN, CICUR and CICEG for making the event happen. Chairman-CLE conveyed Industry's gratitude to Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico, for sparing his valuable time to attend the BSM. While presenting an overview of Indian Footwear and Leather Industry, Chairman-CLE informed that the industry has grown from a mere exporter of raw hides and skins in the 1960s into a leading exporter of value added leather products and footwear now, by achieving several milestones over the years. He informed that India is the second largest producer of footwear, 2nd largest exporter of Leather Garments, 5th largest exporter of leather goods and 3rd largest exporter of saddlery and harness items. With a huge livestock population, India accounts for about 13% of global production of hides and skins, Chairman-CLE Informed.

Chairman-CLE further stated that Indian Leather and Footwear industry has a total annual turnover of about USD 17.74 billion, with exports accounting for USD 5.74 billion and domestic industry turnover of USD 12 billion. Thus, India is not only a major sourcing point for leather products and footwear but has a huge domestic market for these products as well. India has now become the second largest consumer of Footwear, next only to China. The per capita consumption of footwear in India is expected to grow from the present 2 pairs to 4 pairs by 2020. On the whole, Indian leather and footwear industry is expected to achieve 9% to 10% annual growth, both on exports and in the domestic market. With 356 million young people, India has the world's largest youth population. In the leather and footwear industry alone, about 0.5 million unemployed youth have been trained and employed in the

past 6 years, with the financial support of the Government of India. The industry has taken several initiatives for modernization, capacity expansion and technological up gradation, with the support of our Government, Chairman-CLE informed.

While talking about India-Mexico trade in the leather sector, Chairman-CLE stated that India's export of leather, leather products and footwear to Mexico has grown from USD 9.84 million in 2013-14 to USD 19.37 million in 2017-18, but our current market share in Mexico is only 0.85%. India's import from Mexico during 2017-18 was USD 3.73 million, with finished leather accounting for 97% of imports. Hence, there are immense opportunities for significantly enhancing trade ties between India and Mexico.



*Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico and Mr. Mukhtarul Amin, Chairman-CLE with the Buyers & trade visitors @ BSM.*

Concluding his speech, Chairman-CLE invited the Mexican entrepreneurs to explore Joint Ventures and Technical Collaborations with Indian manufacturers. He said that the Government of India is allowing 100% Foreign Direct Investment in leather and footwear industry, which Mexico can take advantage of considering the huge domestic market in India. Chairman-CLE opined that this Buyer Seller Meet will help in exploring and enhancing business tie-ups between Indian and Mexican leather and footwear industries. He invited the members from Mexican leather fraternity to visit the India International Leather Fair (IILF) to

be held during January 31-February 3, 2019 in Chennai, India and offered all possible assistance of the Council for arranging meetings with the Indian counterparts.

Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico, welcomed the participants and talked about India-Mexico bilateral trade. Hon'ble Ambassador informed that, over the years, the trade between two Countries has improved a lot and is expecting to grow further in the years to come. As far as trade between India and Mexico in the footwear and leather sector is concerned, Mexico offers great opportunities for the Indian companies and the exporters should understand the market potential and the demand of customers. Hon'ble Ambassador of India offered all possible support of

the Embassy of India to CLE and to the Indian companies in their efforts for enhancing export of footwear and leather products from India to Mexico.

As recommended by the Embassy of India, Mexico, CLE has availed the services of Smart Communications, Leon, for mobilizing required number of buyers to visit the BSM. More than 56 Mexican buyers of footwear, leather and leather products visited the BSM and one-to-one B2B meetings were held with the Indian participants. Mr. Vijaya Kumar. C, Assistant Director, CLE attended the BSM and coordinated the group participation of 8 member-companies.



*Mr. Muktesh K. Pardeshi, Hon'ble Ambassador of India to Mexico, visiting the product display arranged by Indian participants.*

## **B2B meetings @ Leather Promotion Event, Leon, Mexico**





Think Leather  
Think India