



## Council's Participation in 35<sup>th</sup> APLF Leather & Material +, March 13-15, 2019, Hong Kong

by

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### About India-Hong Kong Trade Scenario and need for Participation in APLF-Leather & Material +

Hong Kong and India are each other's 7th largest trade partners. Hong Kong is the fourth largest destination for India's exports and is also re-exporter of Indian goods to mainland China. Leather and Leather products are one of the main sector exports to Hong Kong from India. Hong Kong has registered a hefty 40 percent increase in trade with India in the 1st half of 2017 at \$18.30 billion, the highest growth rate among the gleaming financial hub's top 30 partner countries that include China and US. The mainland has long been Hong Kong's largest trade partner, accounting for about half of Hong Kong's total trade by value.

Hong Kong while has been known for decades as a key trading hub in Asia represents an important market for leather & leather products. APLF Ltd organizes two landmark concurrent leather events in Hong Kong during the end of every financial year i.e. the APLF Leather for Raw Materials, Components, Chemicals, Machinery, etc and the Fashion Access fair for Finished Products, dedicated to Bags, Footwear Leather Garments & Fashion Accessories. With the event being located in the important global trading centre i.e. Hong Kong, both exhibitors and buyers gain instant access to one of the largest sourcing hubs in the world. Many Chinese companies & Stores also throng the Fair, and hence this event presents an excellent opportunity to exhibitors to establish mutually beneficial business contacts and partnerships.

In keeping with its identity as a global trading center, Hong Kong is home to the offices of many international brands & buying offices of large companies of Mainland China, Italy, USA etc.

In this backdrop, the Council has organized CLE-INDIA pavilion with a group participation of 57 member-companies of Finished Leather exporters in the 35th edition of APLF- Leather & Materials + held during March 13-15, 2019 at Hong Kong with financial assistance under Market Access Initiative Scheme from the Department of Commerce, Ministry of Commerce and Industry, Government of India.

It was a matter of pride for the Council for having organized a large participation of 57 member-companies in a key international leather trade event, and present the whole range of finished leather from India to buyers from across the world. The CLE-India pavilion was coordinated a team of two officials of the Council namely Mr. M.Krishnaiah, Export Promotion Office and Mr. M.J.Jamal Md. Mohideen, Deputy Director.

### ***Press Conference on 13th March 2019 -Report published by APLF***

This year APLF has taken place after what has been a very demanding year for the leather industry. Demand for footwear leather continues to be weak. After a five year boom in global auto sales, the market is taking a breather and upholstery sales have been at best flat during 2018. The one sector that has held its own in face of a challenging trade and political environment is the luxury sector with major fashion and accessory holdings such as Kering and LVMH seeing their brands continue to thrive driven by an excellent performance of their leather goods across the world.

The leather price has been in general under pressure due to strong supplies of raw materials which, combined with a reduction in demand, have pushed the price, for instance, of benchmark Heavy Texas Steers down to around US\$28 – US\$30 when just four years ago, the price was around US\$115. Cheaper raw material prices should in theory stimulate demand by manufacturers wishing to improve their profit margins, but this time around brands and designers have been using synthetics in some measure due to the athleisure and casual sneaker boom that currently leading fashion trends worldwide. Will this though continue with the huge backlash again petro chemically based plastics?

The overall backdrop to the leather and fashion industries has been also dominated by rising trade tensions – some would even say a trade war – between China and the US with reciprocally damaging tariffs being applied by both sides as they jockey for position as trade talks continue to break the deadlock. The uncertainty of the BREXIT negotiations between the UK and the EU also exerted a negative impact on business confidence and taken together these geopolitical factors ensured that stock markets across the globe had their most difficult year since the financial crisis a decade ago.

Nevertheless, APLF is now celebrating its 35th anniversary; it is no stranger to adverse economic circumstances and will continue to serve the global fashion and leather industries by actually being part of them. It is a business platform recognized as the Meeting Place of the Global Leather Industry. Voted Number #1 leather fair in the world last year in the Tanners Confidence Survey run by ILM magazine, it is essentially a reflection of the global market.

The 35th edition of APLF have 34 national group pavilions participation including India with a total participation of 812 exhibitors from 47 countries making the 4 events the most international of its kind.



*Mr. Michael Duck, Director, APLF addressing the Press Conference on 13-3-2019*

## CLE India Pavilion at 35 APFL and List of Participants:-

The Council organized a large participation of 57 member exporters in APLF with substantial financial assistance from Market Access Initiative Scheme (MAIS) consecutively for 2nd time in a row. The Council has organized CLE India Pavilion in Raw Material Hall No.1 (A, D) for Finished Leather and Material in Hall No.3. Publicity and Promotional Posters were displayed in CLE Information Stand along with Members Directory in hard and CD copies, Profile booklets, besides IBF promotional material such Pen Drive and carry bags etc. In All 49 business visitors visited Council's information stand and collected the above promotional materials. They have also gathered information about the Indian Leather Industry, major Production Centers, and overseas events participated by the CLE, International fairs/BSMs held in India etc. from the Council's representatives. "India Brand Equity Fund" (IBEF) had undertaken India Brand campaign for Indian Leather sector by placing the Billboards at the Hong Kong Exhibition and Convention centers at the Reception Area and also at appropriate places. The list of 57 Members exporters participated in CLE India pavilion is appended below for the information of the readers.

## List of Participants in 35th edition of APLF Leather & Material +

Sl.No.	Name of the Participant
1	ACME Tanning Industries, Kanpur
2	AFI Tannery, Vaniyambadi
3	Ajy Tech India Pvt Ltd, Surat
4	Alam Tannery Pvt Ltd, Kolkata
5	Alfa Impex Tanning Industries, Chennai
6	Alina Private Ltd, Chennai
7	Allied Exims, Kanpur
8	Allied Leather Finishers Pvt. Ltd, Kanpur
9	Amin Tannery Ltd, Kanpur
10	AMZ International, Chennai
11	AXA Leather Group, Vaniyambadi
12	Blue Diamond Leders, Chennai
13	Colour Tan & Traders, Chennai
14	Crescent Tanners Pvt. Ltd, Kanpur
15	Dolphin Leather Impex, Kolkata
16	Enayat Agro Foods Pvt. Ltd, Kanpur
17	G.Abdul Rahman & Co, Chennai

Sl.No.	Name of the Participant
18	G.G. Organics Exports(P) Limited, Chennai
19	General Prime Tanners, Vaniyambadi
20	Habib Leather Venture, Kanpur
21	Harsha Impex, Chennai
22	Indo Skins Garments(P)Ltd, Chennai
23	Jalandhar Leather India Pvt Ltd, Jalandhar
24	Jama Corporation Private Limited, Kanpur
25	Karamat Tanning Industries, Kanpur
26	KKSK International, Erode
27	Kohinoor Leather Company, Chennai
28	M.F. Leather Goods Mfg. Co, Lucknow
29	Mega Leathers, Ranipet
30	Middle East Tanning Company, Chennai
31	Mirza International Limited, Kanpur
32	MMK, Chennai
33	Model Exim (India) Pvt Ltd, Kanpur

Sl.No.	Name of the Participant
34	Model Exims, Kanpur
35	Model Tanners India Pvt. Ltd, Kanpur
36	Nadeem Leatherware Exports, Chennai
37	Northern Tannery, Kanpur
38	Omega International, Kanpur
39	Pacific Exports, Kanpur
40	Paramount Leather Corporation, Vaniyambadi
41	Parvez Shoes Pvt. Ltd, Kanpur
42	Richmarks International, Ranipet
43	Rider Tanning Industries, Kanpur
44	Ruksh Exim Pvt Ltd, Kanpur
45	Saba Exports, Kanpur

Sl.No.	Name of the Participant
46	Shalimar Tanning Company, Chennai
47	Shine Leather Finishers, Kanpur
48	Star Exports, Chennai
49	Star Tanning Industries, Kanpur
50	Super Tannery Limited, Kanpur
51	Superhouse Limited, Kanpur
52	Suriya Leathers, Chennai
53	T.M. Abdul Rahman & Sons, Chennai
54	Tulsyan Impex Private Limited, Kolkata
55	Unique Exports, Kanpur
56	V.T.I Exports, Kanpur
57	Venture Leather(India) Co, Chennai

### **Visit of Mr. Ajith John Joshua, Consul (Political, Commerce & Press), O/o CGI, Hong Kong**

On the invitation extended by the Council intimating about the large participation of Indian 57 Exporters in APLF Leather & Material + and 32 exhibitors in Fashion Access, Mr. Ajith John Joshua, Consul along with his team of officials had visited the CLE India Pavilion on 1st day of the fair (13th March 2019) and interacted with few exhibitors. He also visited CLE information stand and Deputy Director who was in charge of the CLE information stand along with PRO provided detailed information about the market promotional activities undertaken by the CLE, Members Strength, MAI Scheme benefits and an insight of Indian Leather Sector along with major production centers. The Consul along with the team of CGI officials were provided a set of publicity and promotional materials as information kit. Mr. Sanjay Leekha, Vice-Chairman visited the CLE India Pavilion and interacted with the participants. Mr. Yves Morin, President UTIC visited CLE information stand and held discussion with the representatives and extended invitation to the Chairman for attending the Sustainable Leather Forum to be held in September 2019 in Paris, France.



*Mr. Ajith John Joshua, Consul (Political, Commerce & Press), O/o CGI, Hong Kong in a discussion meeting at CLE information stand*

### **INTERACTION OF MR. AJITH JOHN JOSHUA, CONSUL (POLITICAL, COMMERCE & PRESS), O/O CGI, HONG KONG WITH MEMBERS IN CLE PAVILION**







*Mr. Sanjay Leekha, Vice-Chairman visiting CLE information stand*



*The editor of Modainpelle, Italy in CLE stand and discussing on Indian Leather Sector*



*Mr. Yves Morin, President UTIC at CLE information stand*

## **Business outcome and Overall Feedback from Members of CLE India Pavilion**

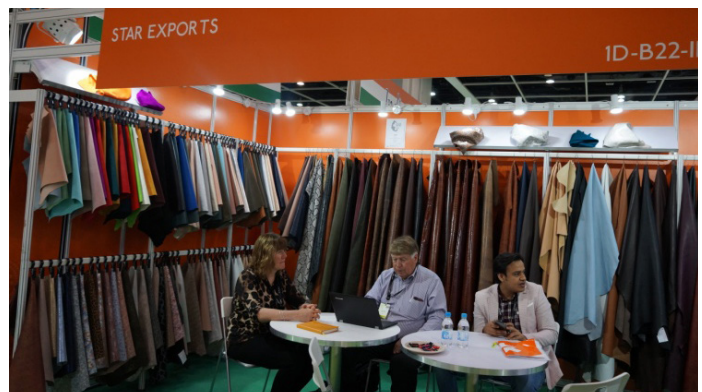
As per overall feedback from the members obtained from the group participants at the end of the APLF Leather & Material + event organized by the CLE as INDIA PAVILION resulted with 1032 business meeting from and out of 1439 overseas visitors. The Business Meetings had by our exhibitors at CLE India Pavilion gained Spot Orders worth USD 4.37 million and Future Expected Orders to the tune of USD 13.52 million.

## **Fact Sheet of CLE's Participation in 35th APLF Leather & Material +**

No of Participants	57 Members
Area of CLE India Pavilion organised	57 member companies plus CLE information stand - 720 Sq. Meters
Products Displayed	Finished Leather (Goat, Sheep, Cow, Buffalo) and upholstery Material
No. of Business Meetings held in CLE India Pavilion	1032 Meetings
Spot orders booked and Quantity	USD 4.37 Millions & 2.43 mn sq.feet
Future orders expected and Quantity	13.52 Millions & 7.83 mn sq. feet
No. of General Enquiries handled at CLE information stand	About 49 business visitors
Total Number of Exhibitors	812 exhibitors
Members Suggestion	Overall feed Good Potential and Promising Fair for Finished Leather



## Few Clippings of Business Meetings in progress @CLE India Pavilion



### Conclusion:-

The overall result of the organization of CLE INDIA PAVILION was found to be noteworthy both in terms of business turnout and awareness created about India as a reliable and potential supplier for the quality finished leather. The MAIS scheme was very helpful for MSME segment exporters to participate in this important fair which is considered at gateway for Mainland China. The 36th edition of APLF Leather & Material + will be held during March 31-April 2, 2020 at Hall No.3 at Hong Kong International Exhibition and Convention Centre, Wanchai, Hong Kong in which Council will be organizing again CLE India Pavilion under MAIS with financial assistance and members are requested to take part in large numbers to enhance the export of Finished Leather from India.