

Export Development / Market Promotion Programmes

Annual Action Plan 2009-10 Under Market Access Initiative Scheme

The Council for Leather Exports had formulated and implemented several programmes under MAI assistance from the year 2002-03 onwards till the year 2008-09.

The MAI programmes undertaken by the Council were mainly aimed to benefit SSI sector. Overall, the MAI Scheme has been very useful for the Council to further develop the export markets for Indian leather products. Besides the MAI projects focused on assisting the industry through many innovative activities like

- Getting access to major markets like US and Spain
- Creating more awareness and building up the Image of the Indian Leather sector in overseas countries
- International Marketing
- Encouraging joint venture and business collaborations
- Supporting Design development initiatives

Further, the implementation of various market promotion activities by the Council under MAI assistance has also resulted in overall export growth from the leather sector. Accordingly, India's export of leather & leather products has increased from US\$ 1875.21 million in 2002-03 to US\$ 3477.52 million in 2007-08, recording an annual growth rate of 11.91%.

In this background, for the financial year 2009-10, the Council would undertake the following programmes under MAI assistance. These project proposals are primarily aimed at:

- Enhancing India's export of leather & leather Products to major Focus Markets like USA and Europe
- Exploring the possibilities for sourcing from India, establishing Marketing tie-ups and having business collaborations Indian exporters and overseas buyers.
- Sustaining the export performance in the major markets under the current global economic scenario.

No.	Name of the Project
1.	Inviting Overseas Buyers to Three International Leather Fairs in India <ul style="list-style-type: none">- Delhi International Leather Fair - 2009- India International Leather Fair - 2010- International Leather Goods Fair - 2010
2.	Focus US programme for Footwear Participation in WSA Footwear Fair, Las Vegas, USA

	<ul style="list-style-type: none"> - August 2009 Edition - February 2010 Edition
3.	<p>Focus US programme for Leather Garments & Goods/Accessories</p> <p>Participation in MAGIC Show, Las Vegas, USA</p> <ul style="list-style-type: none"> - August 2009 Edition - February 2010 Edition <p>-Buyer-Seller Meet in New York for Leather Garments and Leather Goods/Accessories (DECEMBER 2-4,2009)</p>
4.	<p>Focus Programme for Leather Products in Europe</p> <p>Facilitation of Members Participation in MIPEL Fair, Italy</p> <ul style="list-style-type: none"> - September 2009 Edition - March 2010 Edition

Members Interested to participate in the above programmes may contact the Council's Head Office or its Regional Office for more details on each of the proposed Market Development / Export Promotion Programmes.