

MICAM Shoe Event, Milan (Italy), 4th- 7th, March 2009

- A Report by Mr. K. Abdul Sattar Khan, Assistant Director, CLE.

Preamble

► Italian leather and footwear industry is regarded as the best in the world in terms of technology, craftsmanship, fashion, design and quality. Italy is the 2nd largest exporter of leather & leather products in the world, next to China, with total export of about US. \$.17 Billion (2006).

Italy is also the largest importer in global leather trade, ranking 3rd, with total imports of about US. \$.8.5 Billion (2006).



Visit of CGI and Senior Officials to CLE Information Booth (L to R) Mr. Roney Simon, Consultant, Torino; Mr. Anurag Saxena, Director, Dept of Commerce; Mr. Ali Ahmed Khan, ED, CLE; Mr. S. Chakravarthy, Consul General of Indian Milan; Ms. Mica Ghiringhelli, Commercial, Asst. CGI, Milan and Mr. R.K. Malik, Director, DIPP

Italy has a strong traditional trade relationship with Indian leather sector and it is the second largest market for Indian leather & leather products, with export value US. \$.479.03 million (2007-08), accounting for 13.78% share in total exports.

Footwear exports alone hold a major share of 45.03% with a value of US. \$.226.10 million. Export of Footwear to Italy has been steadily increasing during last 5 years at a CAGR of 20.38 %.

MICAM SHOE EVENT - A Showcase of Footwear Excellence

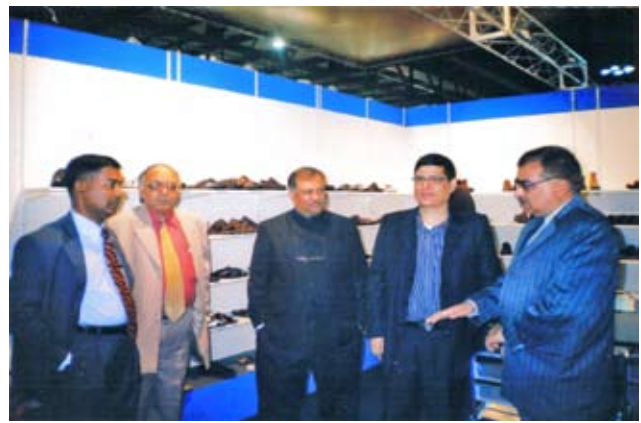
The MICAM Shoe Event is a premier global Footwear Fair dedicated to high and medium-high quality footwear, is organized by ANCI-The National Association of Italian Footwear Manufacturers twice in a year (March & September) in the prestigious surroundings of the Milan-Rho Exhibition Centre.

The March 2009 edition of MICAM Shoe Event, held from 4th to 7th March 2009, presented best collections for Autumn/Winter 2009-2010. For the first time, MICAM was organized concurrently with MIPEL -The Bag Show and MIFUR-Fair for Leather and Furs, -which was a determining factor, allowing the dealers a complete overall visit. The

receptiveness of the Milanese exhibition fully comes up to the buyers' expectations who need to reduce time more and more and receive as much input as possible in commercial terms.

Some facts about MICAM Shoe Event

Total Exhibition area: **72474 sq.mtrs.**, divided into 8 Pavilions.



Visit of CGI, Milan with officials from Ministry of Commerce & Industry. (L to R) Mr. Ali Ahmed Khan, ED, CLE; Mr. Anurag Saxena, Director, Dept of Commerce; Mr. S. Chakravarthy, Consul General of Indian Milan; Mr. Naresh S Bhasin, Regional Chairman – WR, CLE; and Mr. R.K. Malik, Director, DIPP

Total **1611 Exhibitors**. **1039** Italian Exhibitors. **572** Foreign Exhibitors, predominantly from Spain, Portugal, the UK, France, Brazil etc. About 12 companies from India also took part in this Shoe Event. Compared to the same edition in 2008 foreign exhibitors increased.

Products Exhibited

- Women's Chic Footwear (Hall 1 & 3)
- Women's Trendy Footwear (Hall 2 & 4)
- Men's / Women's Luxury Footwear (Hall 5)
- Young Fashion Footwear (Hall 6 & 10)
- Children Footwear (Hall 10-B)
- Mixed Footwear (Hall 7)
- Shoe Accessories (Hall 10 A)
- International Designers collection (Hall 2 V)

Council's participation in MICAM Shoe Event

Considering the importance of Italian market for Indian footwear and keeping in view the significance of MICAM shoe event, as prestigious global footwear fair, the Council continued its participation for the third time in the March 2009 Edition. Participation of following 5 members

–exporters was organized in total area of 88 sq.mtrs in Hall 7, which was for Mixed Footwear. There was a CLE Information Booth also.

I.A. Leather (India) Pvt. Ltd, Kanpur

Indian Leather Creations, Mumbai.

Society for Marketing of Artisans & Rural Things (SMART), Noida.

Stylo Shoes Pvt. Ltd, Kolkata

Zaraas Shoes Pvt. Ltd, Chennai.

About 7 Indian companies participated directly on their own.



Mr. Ali Ahmed Khan, ED, CLE and Mr. K. Abdul Sattar Khan, Asst. Director, CLE along with Senior Officials, Ministry of Commerce & Industry in CLE information Booth.

Participants in CLE India Pavilion displayed good number of collections of quality and sophisticated footwear for men, women and children. Wide range of Shoes, Boots, and sandals were on display. These collections were aimed at forecast trend for Autumn/Winter 2009-2010.

Outcome of the Fair

Though the March 2009 Edition of MICAM Shoe Event was concurrently organized with other product fairs in the Milan Rho Exhibition Centre and that too during week days, the first day of the Fair was quiet with less number of visitors than expected. This was the situation in all through the pavilions of the MICAM Fair. However, the second and third day witnessed good number of visitors to the Fair as a whole and also to the CLE India Pavilion. Indian participants received good number of business visitors to their stands. But last day being Saturday, there were not much visitors to the show.

Overall, the Fair provided an ideal opportunity to Indian Participants to present their Best designed and Best quality collections of various footwear not only to business visitors from Italy but also other overseas countries. At the same time, the Fair has given a very clear idea of trends & fashion for the upcoming seasons, since the business visitors had given indications about the future forecast of the global footwear market, both in terms of fashion, materials, quality and of course price levels.

Feedback of the Indian Participants

Member participants have given general opinion that the visitors to the show were much less than expected. Most of the business visitors have asked for lesser quantities and only sample orders placed in view of prevailing uncertain condition in the global trade. But once the situation gets gradually stabilized in the coming period, they were hopeful of placing firm orders with viable quantities for supply. Many of the participants had met their established customers during the fair and renewed their business contacts.

Participants were of the view that this shoe event is mainly promotes the quality and innovative products with greater specialization which are key factors for future success in



Visit of CGI with Director, DIPP and ED, CLE to the stand of I.A. Leather (India) Pvt Ltd

footwear trade. This fair is a trend setter for upcoming season as the business visitors provide realistic feedback/opinion about the future trends in footwear manufacturing.

As per the feedback of member participants the total business outcome was US \$ 2.37million for 0.27 Million pairs, both in terms of on-the spot contracts and future expected orders.

Results of the fair - Synopsis of report from the fair organizer.

The MICAM shoe event ended with a limited drop in the number of accredited visitors - **36555 in total – a drop of 5.7% compared to the same event in 2008. This Exhibition received - 17610 Italian visitors and 18945 foreign visitors – drop by 1.5% and 9.4% respectively compared to February 2008 Edition.**

It can therefore be said that with these figures, the trade fair continues to be an international benchmark for the footwear sector despite the current climate of serious market crisis.

ANCI President **Mr. Vito Artioli**, commented that, at the end of the event, I nevertheless consider myself to be satisfied by these workdays. Satisfied because, given the current financial situation, this is still a positive outcome compared to the very negative trend of the last few months in the international markets, and it is therefore a beacon of

fair

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hope for the entire sector and confirmation of the importance of MICAM.

“At a difficult time for the entire footwear manufacturing chain – concludes President Artioli – I believe we really need to remind ourselves that a trade fair which continues to be number one in the world takes place right here in Italy. to represent us all”.

Conclusion

As the developments at MICAM usually indicate the trends in global footwear sector for the coming season, the common denominator of the collections that were presented in the Four day show was, without doubt, the great attention paid to the choice of materials and the elevated creative content, with numerous models, ranging from the trendy to the sophisticated, without ignoring elegance and luxury.

Under the current global economic crisis, the Italian and Foreign Exhibitors that consistently choose the route of innovation, quality and service to the clients, proved to be winner and rewarded at this privileged show case. **Thus in the MICAM Shoe Event, the focus was on the**

innovations, quality and specialization, that was proved key for success.

Indian participants, though less satisfied in terms of number of visitors and business outcome, but have expressed satisfaction about the feed back they obtained from the business visitors in respect of the quality, material specifications and the price trends about their footwear collections, displayed in the Show.

The business visitors focused on quality and the need to be beautiful, comfortable and environmental friendly which are the demands of a consumer who is more and more aware of the total value of a product. With such indications of business visitors the participants would be able to make necessary preparations for the upcoming seasons.

On the whole, member participants have opined that the Council should continue to take part in this specialized footwear fair for mid, fine and luxury footwear. The Council could seek for either the same location or better location in centre of the **Hall 7** to have prominence for CLE India Pavilion and thereby attract more number of business visitors. The next edition dates: Sept, 16-19, 2009



Visit of CGI & ED, CLE to the Stand of Stylo Shoes Pvt Ltd



Visit of Buyers in Stand of SMART



CGI and Other Officials discussing with the representative of Indian Leather Creation



Visit of Buyers in stand of Zaraas Shoes Pvt Ltd