

Council's Participation in 95th MIPEL "The Bag Show" Milan, Italy, March 4-7, 2009.

- A Report by M. J. Jamal Md. Mohideen, Assistant Director, CLE & D.K.Acharya, Assistant Director, CLE, Kolkata

About 95th MIPEL

► The 95th edition of **MIPEL**, The Bag Show was organized from Wednesday March 4 to Saturday March -7, 2009 at "Fiera Milano" in Rho a near by outskirts village near Milan. This Exhibition complex is considered to be one of the biggest convention centers in World. The 95th Mipel, The International Leather Goods and Accessories Show has successfully concluded its 95th edition with 439 exhibitors of which 302 Italians and 137 from Argentina (1), Belgium (2), Canada (1), China (15), Croatia (1), Denmark (1), France (5), Germany (13), Japan (3), Greece (2), Hungary (2) India (35), United Kingdom (4), Netherlands (7), Portugal (1), Russia (1), Spain (28), Switzerland (1), Taiwan (1), Thailand (8), Turkey (1), Ukraine (1) and the USA (2) in an area of 30000 square meters.



(From L to R) Mr. Anurag Saxena, Director, DOC; Mr. R.K. Malik, Director, DIPP and Mr. Ali Ahmed Khan, ED, CLE in CLE information Booth. At Extreme right is Mr. M.J. Jamal Md. Mohideen, Asst. Director, CLE



A Business Visitor receiving promotional materials at CLE stand from CLE representatives (L to R) Mr. D.K. Acharya, Asst. Director, CLE, Kolkata & Mr. M.J. Jamal Md. Mohideen, Asst. Director, CLE

For more than four decades, the **MIPEL** has been an international point of reference for the Leather Goods and Accessories sector. The prominence of the fair is being the largest leather goods and accessories show in Europe. In this 95th edition the fair dates have been moved up to coincide the dates of Micam, a well know shoe event to ensure the buyers of leather goods visit Micam show and the buyers of footwear visit Mipel show and this concept has evolved success. It also occupies an important gateway position to the European Leather Accessories market.

The exhibit area was divided in to seven Theme Areas namely Travel and Business; Glamour; Accessories Trend; Overseas and Galleria; Start Up and event organized in three halls namely 8, 12 & 16. The Asian participation was in Hall No.8 under overseas sector.

Italian Leather Market - An Overview

Italy is the 3rd largest importer of leather and leather products in the world. In the year 2006, Italy's import of leather and leather products was US\$ 8549.20 million, with a share of 7.34% in the global import of leather and leather products at US\$ 116.55 billion. Italy is also the 2nd largest exporter of leather and leather products in the world, next to China. During 2006, Italy's export of leather and leather products was US\$ 16948.93 million, holding a share of 14.54% in the global import of leather and leather products.

Italy's Import Of Leather & Leather Products And India Share - 2002 – 2006

(Value in Mn US\$)

DETAILS	2002	2003	2004	2005	2006	2007
Leather						
Import	2160.11	2206.56	2178.03	2172.33	2579.33	
India's Export	92.73	85.62	66.64	86.20	121.00	133.46
% Share of India	4.29%	3.88%	3.06%	3.97%	4.69%	

Leather Footwear						
Import	1386.31	1770.73	2048.74	2412.37	2698.25	
India's Export	31.06	58.23	61.17	91.11	136.50	166.19
% Share of India	2.24%	3.29%	2.99%	3.78%	5.06%	
Footwear Components						
Import	933.40	1057.62	995.87	907.15	999.01	
India's Export	42.28	41.41	34.04	34.85	45.48	56.24
% Share of India	4.53%	3.92%	3.42%	3.84%	4.55%	
Leather Garments						
Import	220.45	237.03	228.94	213.92	236.07	
India's Export	53.82	53.45	52.22	47.36	52.63	58.31
% Share of India	24.41%	22.55%	22.81%	22.14%	22.29%	
Leather Goods						
Import	289.46	355.00	454.80	537.21	701.24	
India's Export	28.73	36.58	33.95	46.33	50.76	56.25
% Share of India	9.93%	10.30%	7.46%	8.62%	7.24%	
Saddlery & Harness						
Import	13.87	17.24	18.94	21.67	24.59	
India's Export	1.49	1.72	1.81	2.80	2.84	4.91
% Share of India	10.74%	9.98%	9.56%	12.92%	11.55%	
Non Leather Footwear						
Import	746.94	990.61	1160.86	1208.69	1310.68	
India's Export	5.82	8.01	8.42	8.39	4.13	3.67
% Share of India	0.78%	0.81%	0.73%	0.69%	0.32%	
Total						
Import	5750.54	6634.79	7086.18	7473.34	8549.17	
India's Export	255.93	285.02	258.25	317.04	413.34	479.03
% Share of India	4.45%	4.30%	3.64%	4.24%	4.83%	

Source: Italy's Import - ITC Geneva / India's export DGCI&S

India-Italy Leather Trade

Italy has a strong traditional trade relationship with India in leather sector. Italy is the second largest import of Indian leather and leather products and accounting for 13.78% of its export share. India's share in Italy's total import of leather and leather products is 4.83% in 2006. Out of India's total leather products export to Italy, Footwear alone holds a major share of 45.03%

Italy – Export Trends

(Value in Million US\$)

Product	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2006-07
Finished Leather	86.03	92.73	85.62	66.64	86.20	121.00	133.46
Footwear	96.33	79.16	107.65	103.63	134.35	186.11	226.10
Leather Garments	55.85	53.82	53.45	52.22	47.36	52.63	58.31
Leather Goods	23.97	28.73	36.58	33.95	46.33	50.76	56.25
Saddlery & Harness	0.92	1.49	1.72	1.81	2.80	2.84	4.91
Total	263.10	255.93	285.02	258.25	317.04	413.35	479.04

Source: DGCI&S

India's Export to EU Countries

The European Union is a major market for leather and leather products which accounts for 66.33% of India's total export of leather and leather products and total value of export to EU is US\$ 2.30 billion out of our total export of US\$3.47 billion

fair

REPORT

during the year 2007-08. The total import of leather and leather products by European Union in the year 2006 was US \$ 49459.72 million, accounting for a share of 42.44% in the global import of leather and leather products. It is pertinent to mention here that the Italy's import of leather and leather products from India has increased steadily over the last 5 years from US\$ 5750.59 million in 2002 to US\$ 8549.20 million in 2006 as per ITC-Geneva's report. Italy's import of goods has increased in the last ten during the year 2007 by 15% in value, 9% in quantity. The imports for the period Jan-Dec, 2007 reached Euro 1,382 million and expected to reach Euro 2,000 million during the calendar year 2007 as per the report published by AIMPEs. This includes non-leather items also which accounts for Euro 943 million.

CLE Pavilion at MIPEL

The Council organized the 15th consecutive participation in the MIPEL in an area of 353 sq.mtrs in which 24 Member-Exporters took part and showcased high fashioned ladies handbags, shoulder bags, travel bags, portfolios and small leather goods which were designed exclusively for Autumn-Winter Collections 2009. Besides 10 Indian companies also took part directly in this edition. As per the information provided by twenty four group participants 249 business visitors visited CLE pavilion and held business meetings. As per the feedback obtained, spot business orders worth US\$.35 million were booked and expected further orders around US\$ 1.29 million. The current economic slow down and prevailing recession world over has seriously affected the business prospects of India exhibitors too in big way. The numbers of business visitors turn around was less compared to previous edition coupled with business results also. The overseas visitors who had collected enquiries from CLE pavilion have also informed the representatives that the buyers/importers are reluctant to place the order and would like to keep minimum inventory expecting further down fall in the demand for the fashion oriented goods/materials in the crisis period.

In the Council also had a poor response of overseas business visitors as compared to previous editions. In all 27 business visitors visited the Council's information stand from European countries, The USA, Japan, Hong Kong, Argentina, The UK, Switzerland and Cyprus etc and have collected publicity and promotional material that were display at the CLE stand. They also obtained information relating to Indian Leather Sector. The list of participants is appended below for information of the Members.

Sl. No	Name of the Company
1	Amin International, Kanpur
2	Anushree Accessories Pvt. Ltd., New Delhi
3	B.N.Enterprises, New Delhi
4	Bliss International, New Delhi
5	Chalo Holdings, Noida
6	D.R. International
7	Eastern General Industries Ltd.
8	Elrich International, Kolkata
9	Emmar Fashions Pvt. Ltd., Kolkata
10	Hi Fasn Leather Products Co., Chennai
11	Indkraft Exports, Meerut
12	Jalan Exports, Kolkata.

Sl. No	Name of the Company
13	Kapoor Industries, Mumbai
14	Munshee Overseas, New Delhi
15	Nadeem Impex, Kolkata
16	Pinnacle Overseas, Kolkata
17	Podder Sons Ex. L. Pvt. Ltd.
18	Samex Inc, Kolkata
19	Saroj International, Noida
20	Sarvesh Exports Pvt. Ltd., Noida
21	UR Trading, Kolkata
22	Vishwa TradeCom Pvt. Ltd, Kolkata
23	Vogue 'N' Hyde Pvt. Ltd, Kolkata
24	XL Enterprises, Kolkata

Conclusion

The MIPEL fair is one of the premier events for Leather Goods and accessories. The fair is considered to be one of the major European fairs for entering into European market. Indian participation in Mipel is steadily growing from year to year. Started with a small participation of 5 Indian companies in the year 2002 has now reached to a level of 35 Indian companies. This fair provides great opportunity to Indian exhibitors to tap the highly potential European Market. The 96th edition of MIPEL is scheduled to take place during September 16-19, 2009 (From Wednesday till Saturday) for presentation of next Spring-Summer 2010 collections. The Council is glad to inform the Members that participation in next Mipel, September 2009 edition would be organized with MAIS assistance from the Department of Commerce. It will be of great relief to Members to pay reduced fee than the usual fee hitherto paid by them under group participation.



Business Negotiations at stands of members in CLE Pavilion

View of Business Visitors in CLE Pavilion at MIPEL Fair

