



# Meet at Agra , 2010

4<sup>th</sup> Leather, Footwear Components & Technology Fair  
October 30th - 31st, 2010 | Kalakriti Grounds, Agra

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## Press Release

8 Aug 2010

Greetings from AFMEC

### AFMEC STRENGTHENS ITS GLOBAL STANCE

The 4th edition of the Meet at Agra, Trade show is marked for the last week of October at the Kalakriti Grounds, Agra . Organized by the Agra Footwear Manufacturers & Exporters Chambers (AFMEC), the two-day event, from Oct 30th & 31<sup>st</sup>, is considered one of the most important raw materials event in India and the main event of AFMEC, would showcase the best of the Indian leathers, footwear components & technology.

One of Agra's biggest draw is arguably its excellent quality of footwear that competes in the International market with global manufacturers of footwear. The strong manufacturing belt, the capability and capacity of Agra has turned the country into a coveted resource for the international footwear market and given rise to excellent market opportunity for India. Agra is the biggest Footwear Manufacturing Centre of India and has the capacity of manufacturing 200 thousand pairs of various types of footwear per day. It caters for 65 % of Domestic Footwear requirement & its share in overall export of Leather Footwear from the country is approximately 28 % with an annual turnover of Rs. 15000 Millions & annual growth rate is 20 to 25 %.

The third edition of "MEET AT AGRA", 2009 had reported strong buyer participation and overall success. The show had ended on a high note with a sensational fashion show and with upbeat results in both numbers and quality participants. The show managed by leading chamber of industry AFMEC and supported by CLE cited high foot traffic from across the manufacturing and export fraternity. In the last edition more than 200 export and import companies for footwear materials, leather, accessories and boxes, as well as services including machinery and trims, participated in the 6,000 sq. meter exhibition hall area, which welcomed approximately 10,000 visitors from over 10 countries (a double fold increase from the previous year) and generated a business worth Rs. 5000 million in the 2 day event. The industry is showing a definite sense of optimism for the forthcoming event as well.



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Puran Dawar, President AFMEC noted ““ Our last year’s event was a major success as it gave all its participants an excellent platform to continue promotion to new and existing customers from across India. This year we have grown our exhibitor base and managed to attract new markets. I can easily say that without doubt, that this year we look forward to another successful show.”

Amit Chopra, SHOES & ACCESSORIES magazine states, “Meet at Agra”, is truly a very well organised event and is instrumental in creating a unique platform for the key stakeholders in the Footwear Material’s Industry. I am confident that this Expo would continue to open new avenues of greater prosperity for the Indian as well as International footwear materials industry”



Puran Dawar, president AFMEC & Amit CHOPRA, MD Images Access

Raman Wasan, Director, AT Exports, notes “It is very good to have all these supporting events which bring in the materials suppliers , We expect the fair to expand 30% this year.” Shahroo Mohsin, MD Young Style Overseas and Sr. Vice President AFMEC. “All our exhibitors were very satisfied with the last event and we hope to bring in new exhibitors this year. I definitely recommend “Meet at Agra” as a must attend trade show”

The forthcoming event offers tremendous business opportunities to all the sectors of the footwear industry. The event would have added attractions in the form of Technical Sessions & Seminars. Every year AFMEC felicitates the top 3 exporters of the region with a prestigious award at the inauguration ceremony for its Outstanding Performance in Exports. The AFMEC members make the event very exciting by their participation and extend their hospitality by sponsoring Lunch



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and Gala Dinner. The event would conclude with a grand Fashion Show with some of the top models.

The Exhibitors Profile includes Leading Tanners, Finished Leather suppliers, Component Manufacturers & Footwear Machinery & Equipment, Accessories, Chemicals & Packaging Units, Trade Publications & Consultancy Services. The visitors **Profile comprises of** Leading Footwear Manufacturers, Institutional Buyers from across the Globe, Designers, Technicians and Government Representatives

### Event Facts

Organizer : AFMEC  
 Website : www.AFMEC.org  
 Event Management : IMAGES ACCESS P.L.  
 Exhibition space : 7000 square metres  
 Exhibiting companies : 230 +  
 Total No. Of Stands : 250  
 Number of Trade Visitors : 15,000  
 Overseas Participants from: Italy, Germany, China, Brazil, Thailand, HK, Egypt & Pakistan

