

Meet at Agra 2009

Scaling Newer Heights...

The 3rd Edition of the event closes 2 days of this Leather, Footwear Components and Technology fair with 17,000 visitors.

The two-day Meet at Agra 2009, served as the springboard for dozens of new products and a generally positive outlook on the coming year. **SHOES & ACCESSORIES** stormed the floor at Kalrakriti Grounds to bring you this report.....

Every event on this year's trade show schedule has noticeably suffered from the general panic that the diseased world economy has spread throughout the industry. The word from the exhibitors and visitors, however, is that things are slowly beginning to get better as the market begins to pick up. The industry has been participating very enthusiastically since the inception of this Expo. Every year, the manifestation has gained an impressive development, expanding the array of product offerings and has been consolidating the footwear & leather industry.

The facts are that attendance numbers were double than the last year, confirming the event's role as the best accredited opportunity for trade of raw materials and machinery as some pro footwear manufacturers visited the fair from across the country.

The third edition of "MEET AT AGRA" in India reports strong buyer participation and overall success. The show 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. The industry showed a definite sense of optimism for future business.

Puran Dawar, Chairman Dawar group & President AFMEC noted: "I'm delighted with the success of the fair. Building on from many recent product launches the show gave all the participants an excellent platform to continue promotion to new



(L to R) Ajit Kalsi, Rajeev Wasan, Romy Luthra, Puran Dawar, Nazir Ahmed, Capt. Rana, Shahroo Mohsin and Kanwaljeet Singh



Gopal Gupta, MD Gupta H C overseas won the award for best export performance

and existing customers from across India. "We have grown our exhibitor base and managed to attract new markets. I can easily say that without doubt, that next year we look forward to another successful show."

The event "Meet at Agra" was organized by AFMEC and was honoured with the presence of CLE Chairman Habib Hussain, who expressed his joy at being amidst the Agra Industry. The show was inaugurated and attended by Ram Shankar Katheria, Honourable Member of Parliament, Radha S Chauhan (IAS), Commissioner Agra Division, Dr. Zackria Sait, Regional Chairman (South) CLE, KL Arora, Regional Chairman (North) CLE, B.D. Bhaiya, President IFCOMA, Prabhat Kumar (IAS), Jt. Commissioner UP Export bureau. There was great enthusiasm amongst the participants because of the excellent arrangements & business response.

The event offered tremendous business opportunities to all the sectors of the industry. The event had added attractions in the form of Technical Sessions & Seminars. The AFMEC members made the event very exciting by their participation and extended their hospitality by sponsoring Lunch and Gala Dinners on 7th & 8th November 2009. The event concluded with a grand Fashion Show with some of the top models and the sensational show stopper Amanpreet Wahi.

Gupta H.C. Overseas Pvt. Ltd. was felicitated with the prestigious award at the inauguration ceremony for its Outstanding Performance in Exports. The award was also conferred upon Virola International and Roger Exports. The function was attended by all prominent personalities from the leading companies of the footwear and components Industry.



Event Facts

Organizer	: AFMEC
Website	: www.AFMEC.org
Exhibition space	: 5000 square metres
Exhibiting companies	: 175
Total No. Of Stands	: 235
Number of Trade Visitors	: 17,000
Overseas Participants from	: Italy, Germany, China, Brazil, Thailand, HK, Egypt and Pakistan

Exhibitors Profile

- Leading Tanners
- Finished Leather
- Component Manufacturers & Suppliers
- Footwear Machinery & Equipment
- Footwear Accessories
- Footwear Chemicals & Adhesives
- Packaging Units
- Publication & Consultancy Services

Visitors Profile

- Leading Footwear Manufacturers
- Institutional Buyers from across the Globe
- Designers
- Technicians
- Government Representatives



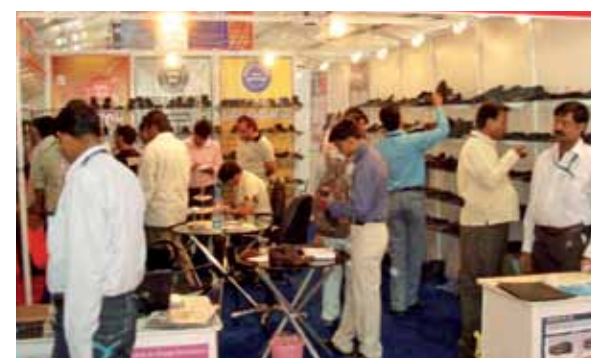
Sajid Sheikh, representing Prime Tanners, admitted "We weren't quite sure what to expect, but we were overwhelmed by the quantity and, most noticeably, the quality of the visitors to our stand."

We saw a huge number of key people from the manufacturing and export sectors and there's potential for some very large-scale projects off the back of it," he said.

Shahroo Mohsin noted "AFMEC event is a must visit for all footwear manufacturing companies and an opportunity to see the latest leather, accessories and technology products available and soon to be available here in India. We are looking forward to the next event."

The show floors were flooded with new products, many of which had their world debut at Kalakriti Ground. While Harman released dozens of products from their arsenal, so did the Sole companies of the likes of Alert, Trela & Enkay

The Fair was organized in a covered area of 5000 sq. m. with 235 Stalls. A wide range of Footwear components, Leather & Machinery was exhibited.





Also, Many overseas companies from Brazil, Thailand, HK, Egypt, Italy, Germany, China and Pakistan participated in the fair. The AFMEC authorities stated that more than 17000 visitors came to the fair and an estimated business of Rs 5,000 million was transacted.

About 90 per cent exhibitors have confirmed their participation in the next edition of the fair.

Many business visitors have also expressed their desire to exhibit in fourth edition.



Agra Leather Industry

Agra is one of the biggest footwear manufacturing centres of India. It has the capacity of manufacturing 200 thousand pairs of various types of footwear per day. Agra produces 65 per cent of country's total requirement of footwear. Agra's share in overall export of Leather Footwear from the country is approximately 28 per cent with an annual turnover of Rs 15000 million and an annual growth rate of 20 to 25 per cent.



Exhibitors and Visitors Opinion

Amit Chopra,

MD, Shoes & Accessories magazine states,

"It was truly a very well organised and professionally executed event. The hard work and time put in by AFMEC has been instrumental in creating a unique platform for the key stakeholders in the footwear material's Industry. I am confident that this Expo would open new avenues to greater prosperity for the Indian as well as International footwear materials industry"

Sajid Sheikh,

Prime Leathers noted,

"The exhibition was very well organised. The buyers were very focused on their needs," He said," As compared to other events we had visited [exhibited] in the past, it was extremely well organised and had quality visitors. We look forward to taking part again next year."

Naresh Bhasin,

MD, Ram Fashions Pvt Ltd. noted,

"We think that this is a very good show as an industry trading platform. It is very good to have all these supporting events which bring in the material suppliers."

Manuj Seth,

Director, Unifab industries,

"Very well organised fair, professionally managed show, generated good business, however, I feel the time period should be extended to 3 days to accommodate visitors from other tier II cities."

Yogesh Madan,

Enkay Soles, noted,

"We have just returned from Bologna fair with the trends for A/W 2010, and AFMEC fair is the perfect platform for us to display our collections and meet the industry. The show is very well timed."

Kshitiz Sachdeva,

Director, Trela footwear exports,

"This is the most professional exhibition in Agra and we are happy to showcase all our products here. The event serves as a gateway to all our customers and more avenues for all participants to interact."

Raman Wasan,

Director, AT Exports, noted

"It is a fantastic platform for the industry. Being 2 months ahead of Riva fair, it is been timed perfectly for all the exporters and manufacturers to build their collections. We expect the fair to expand 30 per cent by next year."