

POST REPORT: MEET AT AGRA FAIR 2024

Day 1 (November 08th, 2024)

The 16th edition of "**Meet at Agra**," organized by AFMEC, kicked off on November 08th, 2024, at the Agra Trade Centre, Village Singhna, Near Gokulam Water Park, Runkata, NH-19, Agra – 282007. The event featured the vibrant world of "**Footwear Components and Machinery**", showcasing innovation, creativity, and cutting-edge technology driving India's footwear industry towards global leadership.

Inauguration Highlights

The fair was inaugurated by distinguished guests, including:

- ❖ Shri Mukhtarul Amin Ji, Chairman, Leather Sector Skill Council (LSSC)
- ❖ Shri Rakesh Garg Ji, President, Uttar Pradesh Small Industrial Corporation Ltd.

Other dignitaries present in the Inaugural Function:

- ❖ Shri Nair Ali Nazmi Ji, Principal Commissioner of Income Tax
- ❖ Shri Maruti Sharan Chaubey Ji, Additional Commissioner, State GST
- ❖ Shri Anuj Kumar Ji, Joint Commissioner of Industries
- ❖ Shri R. K. Bharti Ji, Joint Director, MSME – DFO
- ❖ Shri Puran Dawar Ji, President, AFMEC
- ❖ Shri Gopal Gupta Ji, Chairman, Fair Organising Committee & Vice President, AFMEC)
- ❖ Shri Sanjay Gupta Ji, President, IFCOMA
- ❖ Shri Opinder Singh Lovely Ji, President, ASMA
- ❖ Shri Kuldeep Singh Ji, President, FAFM
- ❖ Shri Nakul Manchanda Ji, Secretary, FAFM
- ❖ Shri Sanjay Kumar, Executive Director, LSSC
- ❖ Shri Deepak Manchanda, Secretary, IFCOMA

- ❖ Shri Rajesh Sehgal Ji (Vice President, AFMEC)
- ❖ Shri Rajiv Wasan Ji (Gen. Secretary, AFMEC)
- ❖ Shri Lalit Arora Ji (Secretary, AFMEC)
- ❖ Capt. A S Rana Ji (Convenor, AFMEC) Along with other AFMEC Members

During the ceremony, Chief Guest Shri Rakesh Garg Ji emphasized the vital role of Uttar Pradesh Small Industrial Corporation Ltd. in India's economic growth and lauded the fair for providing a platform for innovation and skill development.

Key Statistics for Day 1

Total Visitors: 5,722

Registered Business Visitors: 1,740

Exhibition Area: Appx. 6,000 square meters

Exhibitors: 200+

Participating Countries: 35+

Potential Trade Visitors: 6,000+

Excellence Awards

Recognizing outstanding performance, five businesses received ****Excellence Awards**** based on turnover:

a) Footwear Exports:

1. Shri Gopal Gupta Ji, M/s Gupta H.C. Overseas (I) Pvt Ltd.
2. Shri Ajit Kalsi Ji, M/s Metro & Metro
3. Shri Gautam Mehra Ji, M/s Leiner Shoes Pvt Ltd.

b) Footwear Components:

1. Shri Aman Gupta Ji, M/s Capstan Rubber India
2. Shri Kapil Palwar Ji, M/s DSM Sole Products Pvt Ltd.

International Participation

Delegates from countries including Taiwan, Germany, Brazil, Spain, Italy, and the UK enriched the fair. The **“Taiwan delegation”**, in particular, expressed gratitude to AFMEC with a symbolic **“Thank You”** banner during the ceremony.

Visitor Engagement

The exhibition attracted consistent footfall throughout the day, with factory owners, entrepreneurs, and prospective businesses actively participating.

Special Remarks

Shri Mukhtarul Amin praised the fair’s transformation from a regional event to an internationally recognized platform.

Shri Puran Dawar highlighted the need to focus on components manufacturing and diversify into areas like sports and safety shoes to compete globally.

"Meet at Agra" continues to uphold its legacy of promoting excellence and innovation in the footwear industry, setting a benchmark for collaboration and growth.

Day 2 (November 09th, 2024)

Footwear as a Catalyst for Industrial Growth through Technology

The second day of the 16th edition of “Meet at Agra”, organized by the “Agra Footwear Manufacturers & Exporters Chamber (AFMEC)”, was historic, with a remarkable participation of 7,109 visitors.

Technical Session Highlights

The day commenced with an inaugural ceremony led by notable dignitaries:

- Shri Pranjal Yadav, IAS, Secretary, MSME & Export Promotion, Uttar Pradesh
- Shri Pratul Chandra Sinha, Executive Director, Madhya Pradesh Industrial Development Corporation (MPIDC)
- Shri Anuj Kumar, Joint Commissioner of Industry, Agra
- Shri Puran Dawar, President, AFMEC
- Shri Gopal Gupta, Chairman, Fair Organizing Committee

The session witnessed active participation from footwear entrepreneurs and students, representing the industry's future leaders.

Session 1: Sustainability and Innovation in Footwear Manufacturing

Speakers delved into the importance of technological advancements and government support for MSMEs.

Shri Pratul Chandra Sinha emphasized MPIDC's role in boosting employment through industrial growth.

Shri Miles Liu, Head of the Taiwan delegation, highlighted how international technological collaboration can propel India's footwear industry forward.

Industry leaders, such as IFCOMA President Shri Sanjay Gupta and ASMA President Shri Opinder Singh Lovely, discussed sustainability and innovative manufacturing techniques.

Session 2: Technology for Smart Footwear

- Shri Pranjal Yadav, IAS (Secretary, MSME & Export Promotion, Uttar Pradesh) explored how government policies can foster smart footwear innovation.
- Shri Motilal Sethi, ILGA Chairperson, addressed the challenges and opportunities in eco-friendly manufacturing.
- Ms Ayushi Jha, Invest India representative, highlighted investment opportunities in India's smart footwear sector.
- Shri Nakul Manchanda, M.D. of Lamos Shoes, emphasized smart management for future success.

Session 3: Future of Retail in Footwear – E-Commerce and Omnichannel Strategies

- Shri Anuj Kumar, Joint Commissioner of Industries, discussed harmonizing online retail with local industries.
- Shri Rajeev Mishra, DGM, SBI, underscored the financial implications of e-commerce growth.
- Shri Ashish Verma, Branch Manager, ECGC, Agra spoke about credit insurance for exporters.

Milestone Agreement

A significant **MoU** was signed between “**Sharda University**” and “**AFMEC**” to promote technical research in footwear. This partnership aims to:

- Enhance technical innovation in manufacturing.
- Strengthen the alignment between education and industry needs.
- Develop global competitiveness in the Indian footwear sector.

Day 2 Statistics

Total Visitors: 7,109

Registered Business Visitors: 2,045

Prominent Attendees

Key attendees included Shri Aniruddh Tiwari, Shri Sanjay Dang, Dr. Renuka Dang, Shri Sanjeev Singh, Shri Pradeep Wasan, CLE Assistant Director Shri R. K. Shukla, and IFCOMA General Secretary Shri Deepak Manchanda.

Concluding Remarks

AFMEC President Shri Puran Dawar concluded with a call for united efforts in fostering innovation and sustainability, making India a global leader in the footwear industry.

Day 3 (November 10th, 2024)

The 16th edition of “**Meet at Agra**”, organized by the “**Agra Footwear Manufacturers & Exporters Chamber (AFMEC)**”, concluded on Sunday, leaving a historic mark in the global footwear industry.

Participation Highlights

Total Visitors: 19,144

Registered Business Visitors: 5,187

Future Entrepreneurs (Students): 500

Estimated Business Volume: ₹18,000 Crores

Key Takeaways

- AFMEC President Shri Puran Dawar shared that the event successfully laid the foundation for remarkable business opportunities and demonstrated the potential of Agra's footwear industry to lead globally.
- National Chamber President Shri Atul Gupta emphasized the significance of such events in uplifting local industries and promoting global outreach.

Awards Ceremony

The final day also celebrated the best exhibitors in categories like leather products, innovative components, and machinery. Key awardees included:

Leather Products: Shri Kapil Magan (M/s Amar Nath & Sons, Agra)

Innovative Components: Shri Vivek Kumar (Intercom-SKI Manufacturing Pvt Ltd., Kolkata)

Machinery: Shri Kapil Dhawan (M/s Pioneer Tech, Agra)

Innovative Products: Shri Sunil Gupta (M/s Sandeep Rubber (I) Industries, Agra)

Announcements and Future Goals

The dates for next year's "**Meet at Agra**" are set for 07-08-09 November, 2025.

Captain A. S. Rana, Convener, AFMEC highlighted that this event continues to evolve as a platform for the Indian footwear sector to compete internationally.

Remarks from Industry Leaders

- Shri Gopal Gupta, Vice President, AFMEC:
"Meet at Agra empowers businesses with the latest technology and encourages global participation, ensuring sustained growth for Indian industries."
- Shri R. K. Nayyar, President, Agra Readymade Garments Association:
"Such fairs inspire industrial development and create opportunities for future entrepreneurs."

Conclusion

The event's success is a testament to the dynamic growth of the Indian footwear sector. AFMEC's efforts have positioned Meet at Agra as a pivotal platform for networking, innovation, and business development on a global scale.

With best regards

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