



17TH EDITION
MEET AT AGRA

LEATHER, FOOTWEAR COMPONENTS & MACHINERY,
INDUSTRIAL SUPPORT SYSTEMS & TECHNOLOGY FAIR

789

Nov. 2025

**AGRA TRADE
CENTRE**

Village Singhna, NH-19, Agra
Uttar Pradesh (India)



INFORMATION
BROCHURE



17TH EDITION MEET AT AGRA

LEATHER, FOOTWEAR COMPONENTS & MACHINERY,
INDUSTRIAL SUPPORT SYSTEMS & TECHNOLOGY FAIR

Organised by



**Agra Footwear Manufacturers
& Exporters Chamber**

Supported by



MSME
MICRO SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम

VENUE

Agra Trade Centre (ATC) is a premier destination for conferences, exhibitions, and events. It features a world-class convention centre ideal for hosting national and international conferences, conventions, and exhibitions. The venue offers flexible halls that can accommodate up to 900 guests in theatre-style seating, with options to divide them into smaller breakaway rooms for varied gatherings. ATC also provides smaller meeting rooms for 20 to 100 participants, perfect for product launches, business seminars, and corporate events. With state-of-the-art communication facilities, a full range of business support services, ample pre-function areas, and overground parking, ATC is the perfect venue for everything from mega shows to intimate gatherings.

FROM PRESIDENT'S DESK

Dear Industry Colleagues,

It gives me immense pleasure and pride to announce that the 17th edition of **"Meet at Agra" Leather, Footwear Components & Machinery, Industrial Support Systems & Technology Fair** will be held from 7th to 9th November 2025 at Agra Trade Centre, Village Singhna, NH-19, Agra, India. This year's edition is set to be truly outstanding, bringing together a wide range of exhibitors from across India along with several international participants. They will present cutting-edge technologies, pioneering research, and innovative solutions for the footwear industry. Hosted once again in Agra the footwear capital of India and the country's prominent manufacturing hub this prestigious event promises to be a grand showcase of excellence. "Meet at Agra" is not merely an exhibition; it is a platform that opens new horizons for the future of our industry.

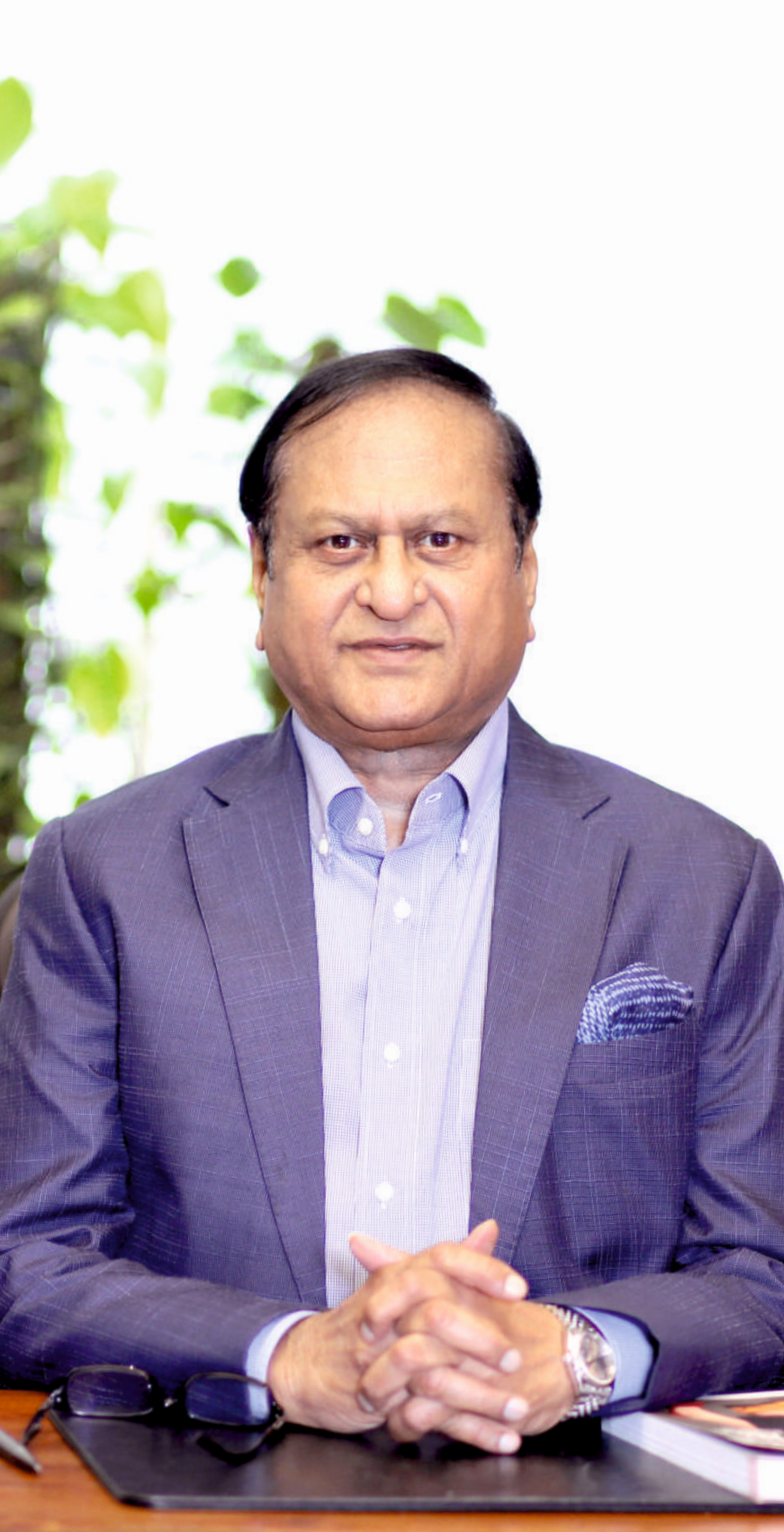
It is an opportunity to:

- Strengthen new business relationships,
- Connect with international technological advancements,
- And enhance the global recognition of our industry.

We extend a heartfelt invitation to all stakeholders of the footwear industry to actively participate in this significant event and contribute to this historic effort of giving a new direction to the industry. We eagerly look forward to welcoming you and are confident that with your support, "Meet at Agra 2025" will set a new benchmark of success.

Gopal Gupta

President - AFMEC



““ CONVENOR'S MESSAGE



Dear Industry Members ,

With immense joy and honor, I share that the **17th edition of “Meet at Agra”** will take place from 7th to 9th November 2025. Having celebrated 16 glorious years of success, the event now opens a fresh chapter of innovation and growth.

Over the years, this three-day exhibition has emerged as a landmark event, consistently setting new benchmarks of success. The achievements and growth numbers speak for themselves affirming the pivotal role this platform has played in elevating the footwear industry to greater heights.

Organized by the **Agra Footwear Manufacturers & Exporters Chamber (AFMEC)**, 'Meet at Agra' has not only been a boon for the footwear industry of Agra, but has also established itself as a dynamic platform for the entire Indian footwear industry bridging it with global technologies, innovations, and opportunities.

As the newly elected executive committee of AFMEC takes charge, I earnestly appeal to all of you to continue extending the same support, encouragement, and blessings that have been the strength of this journey so far. Your unwavering cooperation will remain the driving force behind shaping the future of our industry and ensuring the grand success of **“Meet at Agra 2025”**.

Let us come together once again to take our industry to new horizons of growth and global recognition.

Puran Dawar

Convenor - AFMEC | Chairman - Development Council For Footwear And Leather Industry
Ministry of Commerce & Industry Government of India



Discover More : www.afmec.org



AGRA FOOTWEAR MANUFACTURERS & EXPORTERS CHAMBER (AFMEC)

EXECUTIVE COMMITTEE

President MR. GOPAL GUPTA Gupta H.C. Overseas (I) Pvt. Ltd	Vice President (s) MR. RAJIV WASAN A.T. Exports	MR. RAJESH SEHGAL Rising Steps	General Secretary MR. PRADIP WASAN Deepak Impex (Wasan Group)	Secretary MR. ANIRUDH TIWARI R.S.V. Worldwide	Treasurer MR. C. M. SACHDEVA Magnum Footwear Pvt. Ltd.	Convenor MR. PURAN DAWAR Dawar Footwear Industries	
Founder President MR. DALJEET SINGH Tej International Pvt. Ltd.	Patron (s) MR. MANJEET SINGH ALAG Nuova Shoes	MR. KULBIR SINGH Roger Industries Ltd.	Former President (s) CAPT. A. S. RANA Rana Overseas	MR. NAZIR AHMED Park Exports	Special Invitees MR. GAUTAM MEHRA Leiner Shoes Pvt. Ltd.	MR. ARVIND BAJAJ Amar Shoes & Leatherwears	MR. MANU ALAG Nuova Shoes

EXECUTIVE MEMBERS

MR. AJIT KALSI Metro & Metro	MR. KULDEEP SINGH GUJRAL Basant Overseas	MR. SUNIL MANCHANDA Versatile Operations	MR. MANOJ BAJAJ R. N. Bajaj Overseas	MR. LALIT ARORA Leather Linkers Footwear Pvt. Ltd.	MR. GULSHAN LAMBA Lamba Footwear Industries
MR. KANWALJIT SINGH KOHLI Karam Udyog	MR. SUSHIL SACHDEVA Virola International	MR. VIJAY NIJHAWAN Neelson Overseas	MR. KALIM AHMED J. M. Footwear Impex	MS. MANSI CHANDRA TA. RA Innovations Pvt. Ltd.	MS. STELLA BUDHIRAJA Roger Industries Ltd.
MS. MALA KHERA Jas Exports	MS. SHRUTI KAUL Trishuli Creations	MS. TANYA NIJHARA Veerupakshi Shoes	MS. POOJA MISTRY Poorna Exports	MR. NAKUL MANCHANDA S. Lamos Shoes	MR. DAWOOD AHMED Park Exports
MR. SAMBHAV DAWAR Dawar Footwear Industries	MR. SHASHANK BANSAL The Steps International	MR. GAURAV GUJRAL Basant Overseas	MR. SANCHIT MUNJAL Srijati Shoes Pvt. Ltd.	MR. ISHAAN SACHDEVA Virola International	MR. ROHAN BANDEJJIA Bandejjia Traders
MR. RAHUL WASAN A. T. Exports	MR. DANISH BAJAJ R. N. Bajaj Overseas	MR. GAGAN CHHABRA Concept Concievers & Executors	MR. CHETAN GUPTA Gupta H.C. Overseas (I) Pvt. Ltd.		

Discover More : www.afmec.org



FAIR OVERVIEW

Meeet at Agra is on the verge of crossing another Landmark - the year 2025 will see the organization of the Fair at the AGRA TRADE CENTRE - a Venue indigenously developed by the Shoe Fraternity of Agra to give a boost to Conventions, Conferences, Seminars and Trade Fairs of the Footwear Industry.

The Organizers of the Fair look forward to welcoming all the Exhibitors, Associates, Participants and Visitors to this State of the Art Facility !! **'Meet at Agra', the Leather, Footwear Components & Machinery, Industrial Support System & Technology Fair, 2025** establishes its unique position in the footwear industry and is known as the 'premier event' for national and international organizations seeking business opportunities in India's huge domestic as well as export market. The exhibition is designed to unite manufacturers of leather, footwear components, machinery, and equipment from around the globe on a common business platform, with the objective of advancing footwear technology and raising service standards.

The overall objectives that were set for Meet at Agra were:

- To meet its growth projections vis-a-vis the increase in the quantum of exports;
- To mobilize the exhibitor participation;
- To maximize the overall footfall in the fair, while at the same time strive to optimize 'sharing and collaborating' at global levels.



INDUSTRY OVERVIEW

India is the second largest global manufacturer of Footwear after China with annual production of 2080 million pairs. The Footwear Industry is a very significant segment of the Leather Sector in India-rather it is Engine of Growth for the entire Leather Industry.

The Indian footwear market, currently valued at \$26 billion, is expected to reach \$90 billion by 2030. This growth will be driven by increase in non-leather footwear demand and possible shift in leather shoe production from small-scale, cottage industries to large corporates. The historic city of Agra is the one of the biggest Leather Footwear cluster of India. Agra is known for footwear manufacturing since the 15th century Agra has more than 250 mechanized/semi mechanized units & 5,000 Cottage Industries accounting for manufacturing capacity of half a Million pairs per day. About Four Hundred Thousand people are directly & indirectly associated with the Footwear industry. Today Agra meets 65% of domestic requirement & has 28% share in the total footwear exports from the country.



ABOUT AFMEC

The Agra Footwear Manufacturers and Exporters Chamber (AFMEC) serves as a true catalyst for the industry, actively shaping policy decisions by fostering mutual understanding on issues of collective importance. By positioning itself as a bridge between government agencies and industry stakeholders, AFMEC brings synergy to thought and action. It drives strategic thinking at the macro level while simultaneously addressing operational challenges at the ground level. On the global front, AFMEC members create a strong platform for business exchange, forging collaborations with international counterparts and harmonizing best practices across India and abroad.



EXHIBITORS

- Leading Tanners
- Finished Leather Manufacturers
- Component Manufacturers and Suppliers
- Packaging Units
- Footwear Machinery & Equipment Manufacturers and Suppliers
- Footwear Accessories Manufacturers and Suppliers
- Footwear Chemicals, Shoe Finishes & Adhesives Manufacturers & Suppliers
- Publication & Consultants Services

INDUSTRIAL SUPPORT SYSTEMS

- Fire Fighting System
- Air Washer System
- Dust Collection System
- Sewage Treatment Plant (STP)
- Control Panel
- Transformer
- Generator
- Compressor
- Solar Power System

VISITORS

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

Discover More : www.afmec.org



PARTICIPATION OPPORTUNITY FOR EXHIBITION

Shell Scheme

Standard 9 Sq. M. & 10.5 Sq. M. Stall will be furnished with:



1

Counter



1

Round Table



3

Chairs



1

Trash Bin



Carpet for
stall



4

Shelves/
Hanger Bars



4

Spot
Lights



1

Socket
3 Pin 5 Amps



Fascia with
Company Name

For Standard 12 Sq. M. Stall Shelves/Hanger Bars & Spot Lights will be provided Qty 6 Each



Stall Size
(IN SQ. MTR.)

9

10.5

12

18

21

36

PARTICIPATION FEE :

- Indian Participants: Rs. 6,500 per Sq. M+18% GST for Reddy Stall
- Overseas Participants : €150/\$180 Per Sq. M+18%GST for Reddy Stall
- Bare space Minimum 18Sq. M can be allotted as bare space Rs. 6,000 per Sq. M + 18% GST Applicable
- Overseas Participants: Bare space Minimum 18Sq. M can be allotted as bare space €135 /\$165 per Sq. M +18%GST

Note : Premium Location Charges as under :

- Corner stalls 10 % extra
- Entrance facing Stalls 25 % extra
- Centre Rows Corner Stall (3 Side open) 10 % extra

Payment Terms :

- 50%+ Charges to be paid with Application
- Balance before 15th Oct. 2025.

➤ A The fair is approved under the Ministry of MSME's Procurement & Marketing Support (PMS) Scheme and eligible Micro and Small enterprise can avail reimbursement benefits for the same. For more details visit https://my.msme.gov.in/MyMsme/Reg/COM_MatuDomAppForm.aspx



SPONSORSHIP OPPORTUNITIES

PRESENTER (Only your brand)

- Sponsorship Amount:
₹ 25,00,000 /-
- * Your brand will be the only Sponsor for the event.
 - * Logo Carry as Title Sponsor with event
 - * All the privileges of Co Presenter.

CO PRESENTER (Only 1 Sponsor)

- Sponsorship amount:
₹ 12,50,000 /-
- * Logo will be displayed on Hoarding, Main Backdrop, Printing Material, Newspaper ad, Digital Platform & Venue Branding.
 - * Your A/V Can play on stage led
 - * Anchor will Announce your Brand Name

PLATINUM (Only 2 Sponsor)

- Sponsorship amount:
₹ 7,50,000 /-
- * Logo will be displayed on Hoarding, Printing Material, Digital Platform & Venue Branding.
 - * Anchor will Announce your Brand Name

GOLD (Only 8 Sponsors)

- Sponsorship amount:
₹ 3,00,000 /-
- * Logo will be displayed on Hoarding, Printing Material, Digital Platform & Venue Branding.

SILVER (Only 10 Sponsors)

- Sponsorship amount:
₹ 1,50,000 /-
- * Logo will be displayed on Hoarding, Printing Material, Digital Platform & Venue Branding.

INSTITUTIONAL & BANKING PARTNER ₹ 5,00,000/-

WHY SPONSOR



BUILD STRATEGIC ALLIANCES

Generate leads for strategic alliances and most importantly, potential customers. Opportunities B2B meetings



RAISE BRAND AWARENESS

Make your business stand out and get a place for your brand in Agra with a population of 2.7 million



Discover More Call : +91-9837026771 | e-mail: admin@afmec.org



“ Exciting Business Opportunities ”

Dear Exhibitors & Visitors,
Greetings from Meet at Agra 2025!

Exciting Business Opportunities
for Collaboration & Joint Ventures

We are pleased to offer exceptional opportunities for **Joint Ventures and Collaborations-open to both Indian companies and international suppliers**. Agra is the premier destination for high-fashion leather footwear production across all segments- men, women, and children. The market generates an impressive annual export turnover exceeding \$400 million and continues to show immense potential for growth. The success of the footwear industry in Agra is closely linked to the abundant availability of raw materials & efficient Labour in the region. This has driven the growth of component industry, which now meets international standards of quality and is well-equipped to cater to global demands. Both International & Domestic manufacturers are actively seeking Joint Ventures and Collaborations for production in Agra, offering foreign companies the opportunity to establish a cost-effective local manufacturing presence. With indigenous manufacturing, one can benefit from reduced import duties, lower freight costs, and faster delivery key factors that support growth in this dynamic industry.

We invite you to join us at *Meet at Agra 2025*, where you can showcase your capabilities and explore valuable partnerships that can accelerate your growth journey.

CAPT. A. S. RANA

Former President -AFMEC



Discover More : www.afmec.org

MEET AT AGRA
2025

GLIMPSES *Of*
PREVIOUS
YEAR



MEET AT AGRA
2025

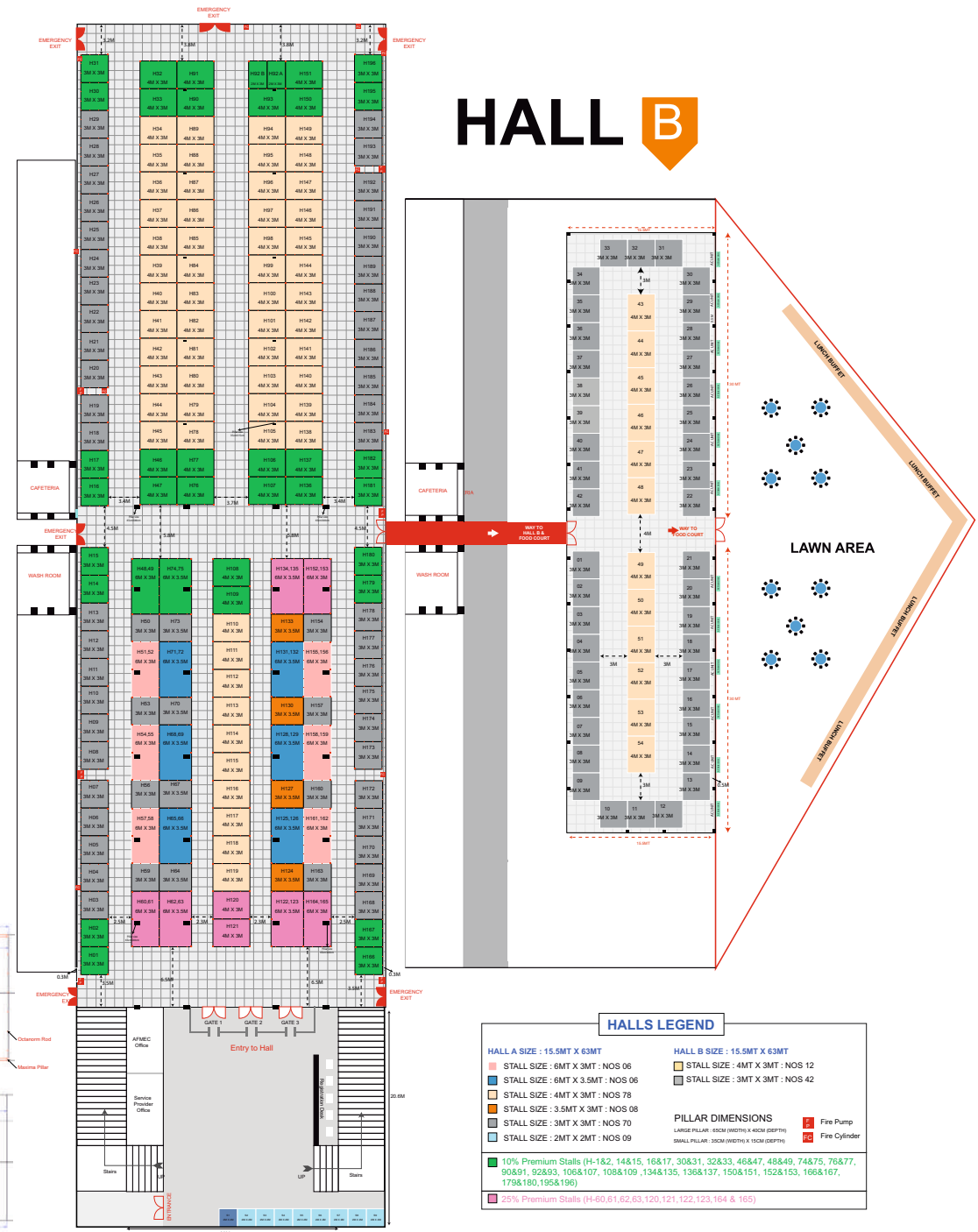
GLIMPSES *Of*
PREVIOUS
YEAR





EXHIBITION LAYOUT

HALL





Supported By



Knowledge Partners

Media Partners



AGRA FOOTWEAR MANUFACTURERS AND EXPORTERS CHAMBER (Regd.)



AGRA TRADE CENTRE

Village - Singhna, Near Gokulam Water Park,
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