

## **EQUILIBRIUM: Theme Pavilion at 29<sup>th</sup> India International Leather Fair 2014**

31<sup>st</sup> January 2014-3 February 2014, Chennai Trade Centre



The 29<sup>th</sup> edition of the India International Leather Fair (IILF), Chennai organized by India Trade Promotion Organization (ITPO) was held at the Chennai Trade Centre from 31<sup>st</sup> January 2014 to 3<sup>rd</sup> February 2014.



Prof Dr AB Mandal, Director, CSIR-CLRI at the 'Theme Pavilion' at IILF 2014 with Mr Michael Duck, Director, APLF Limited, Hong Kong and Team APLF.



CSIR-CLRI, in partnership with India Trade Promotion Organization (ITPO) and the Council for Leather Exports (CLE), conceptualized and presented “EQUILIBRIUM: Theme Pavilion at IILF 2014”, which was the ‘GATEWAY’ to IILF 2014.

The Theme Pavilion @ the 29<sup>th</sup> India International Leather Fair (IILF) 2014 was a ‘showcase’ of Trend & Technology.



### **Trend Showcase: MODEUROP Trends for Spring Summer 2015 season**

The Trend Showcase highlighted the MODEUROP Trends for Spring Summer 2015 season through adoption of ‘Modern Art’ influences with colours galore juxtaposing these with classic contrasts such as black & white.

The Core Theme of EQUILIBRIUM conveyed the trend towards tranquillity, balance, reason and sustainability and in the face of these tendencies was a longing for balance, which is why this interplay



of reason and emotion - as well as the tightrope walk between fascination, technology and a global love of nature - were all synonymous with MODEUROP's colour conceptions for Spring Summer 2015.





The LOGICAL sub-theme was a reflection of the challenges we face in modern life, for novel technologies and innovations and related to the 'Brain' and our thought processes and was largely of "Blues".

The EMOTIONAL sub-theme depicted care, understanding, empathy and warmth and related to the emotions of our "Heart" and consisted largely of "Reds."

The NATURAL sub-theme provided us with a sense of going back to the roots of our existence and was about history, evolution, the beauty of our Planet and involvement in creation as a whole. This sub-theme consisted of earthy tones and shades.

Adorning the THEME PAVILION were exquisite Leathers and Leather Products from India's leading manufacturers. In addition to the Leathers, for each of the sub-themes, we had displayed Hand Bags, Garments and Shoes of exquisite quality which matched the Essence and Spirit of each theme. Suitable Props further accentuated the impact of the display of Leathers and Leather Products for each theme. The Leathers in consonance with the Spring Summer 2015 season were displayed aesthetically on vertical panels and visually displayed the colour harmonies within the family of colours for each colour group namely, Logical Emotional and Natural.

Discerning visitors at the 'Theme pavilion' marvelled at the quality and finesse of the display. The "THEME PAVILION" had clearly enhanced the Image of India in the Global Leather World.

**The Indian Leather Sector was a partner in this endeavour of presenting the 'THEME PAVILION' successfully at IILF 2014. Our Partners in this endeavour were:**

**AFCO, Chennai**

**Aqsa International, Vaniyambadi**

**Arkay Leathers Pvt Ltd., Chennai**

**ATH Leder Fabrik, Melvisharam**

**Ayyappa Enterprises, Chennai**

**Bachi Shoes Limited, Ranipet**

**C Kalyanam & Co., Chennai**

**D2 International, Kolkata**

**Drish Shoes Ltd., Panchkula**

**Edcons Exports, Kolkata**

**Forward Group, Chennai**

**Good Leather Shoes P. Ltd., Chennai**

**KH Exports India Pvt Ltd., Chennai**

**M A Khizar Hussain & Sons, Ranipet**

**Mathi Leathers (Pvt) Limited, Chennai**

**N.M.Zackriah & Co., Ambur**

**Naser Tanning Company, Chennai**

**PA Footwear, Chennai**

**Pakkar Leathers, Vaniyambadi**

**Ramjee Leathers & Supplies, Chennai**

**RR Leathers Limited, Chennai**

**Shafeeq Shameel & Co., Chennai**

**Shoeberry, Chennai**

**SURA Leathers, Ambur**

**Tata International Limited, Dewas**

**We thank them deeply!**

## **Technology Showcase: "New Dimensions for Children's Shoes"**

CSIR-CLRI presented "New Dimensions for Children's Shoes" which showcased its work related to the optimization of Children's Shoe sizes based on a Novel method of "Cluster Analysis" from the foot data gathered through a "Digital Capture" of the Children's foot.







The Shoes were fabricated based on the new 'Last Parameters' derived for the new Sizes for Children. 'Comfort' and 'Safety' features were incorporated and Colours were also incorporated in the styling of these shoes in harmony with the House Colours of the School.

The over-riding theme of the shoes developed was to accommodate the foot growth in children and reduce the frequency of footwear change.

**The Shoes displayed were developed at M/s Bachi Shoes Limited with technical components from M/s Euro Shoe Components.**

## IILF 2014 Happenings - the Daily Newsletter

Team CSIR-CLRI also carried out the 'Editorial Co-ordination' in bringing out the "IILF 2014 Happenings", the daily newsletter of the India International Leather Fair 2014. The IILF Happenings captured the spirit



and essence of the Fair. Brought out on all four days of the Fair, it informed all discerning readers about the Events, Innovations and Progress at the Fair. News, Updates, Snippets and Events relating to the

**29th IILF**  
India International Leather Fair 2014  
Chennai Trade Centre, Chennai

**Daily Happenings Day 1**  
31st January 2014

The 29th edition of India International Leather Fair (IILF-2014) scheduled to take place during 31st January to 3rd February 2014 at Chennai Trade Centre (CTC), is one of the premier International Leather events held in our country with participation of about 377 exhibitors, business delegations from important overseas countries will be attending the fair. The fair has witnessed more significance from the fact that exhibitors from more than 20 overseas countries namely, Canada, Denmark, Italy, Poland, Malaysia, South Africa, Turkey, Uzbekistan, UAE, UK, Tunisia and Zimbabwe are visiting IILF-2014 for participation in the Reverse IFM organised exclusively by the Council for Leather Exports along with the Fair.

The Council for Leather Exports would also be distributing Export Excellence Awards to members for their outstanding performance in exports for the year 2012-13. Hon'ble Minister of State for Commerce and Industry, Government of India Dr. E.M. Sudarshana Nachiappan has kindly consented to be Chief Guest of this IILF Inaugural and distribute the Export Excellence Award during the Inaugural function.

**2014 Message**  
Chairperson & Managing Director, India Trade Promotion Organization

**Rajendra Kumar Jalan**  
Chairman, Council for Leather Exports

India Trade Promotion Organization (ITPO) takes pride in presenting the 29th edition of the India International Leather Fair (IILF) at Chennai Trade Centre, Chennai from January 31 to February 3, 2014. Being the biggest leather show in South Asia region, this event has become a highly renowned destination in the schedule of global buyers and suppliers. The fair has developed as the best convergence point for the Indian leather industry and has witnessed its growth since its inception.

IILF represents a vast presentation of the leather industry, apart from the exhibitors, sectors such as theme, brand room and new product launch in the leather and its allied sectors are aptly represented. The fair features a wide range of leather goods, accessories and its components, synthetic material, goods, fashion accessories, raw and finished leather, chemicals, machinery, equipment and technologies. The theme "Equilibrium" the theme of Global Leather India's perspective in design, development or complete and high quality leather goods.

The IILF ranks among the major trade fairs in the world and appear in the calendar of events to be attended by the buyers and suppliers of the products, equipment and services. 355 leading companies including as many as 91 overseas companies from the 18 countries are participating as exhibitors. The foreign participation is from Bangladesh, Brazil, China, Finland, France, Germany, Hong Kong, Italy, Portugal, Saudi Arabia, Spain, Switzerland, Taiwan (R.O.C), Thailand, The Netherlands, Turkey, UAE and United Kingdom. This year, there is a substantial increase in the number of companies from Turkey, group participation from the leading manufacturers from Germany, Italy, China and Thailand to present as has been the case over the years.

While acknowledging the support received from overseas and domestic buyers who converge for the fair, the Council for Leather Exports is grateful to the CLE, CLF, CSIR-FCMA, FDI, AFCEM and IFCEM for their support in organization of IILF.

It is my pleasure, on behalf of ITPO, to welcome the participants and business delegates to the fair and wish them all success in their business endeavours.

**A Joint Endeavour of ITPO, CLE & CSIR-CLRI**

**29th IILF**  
India International Leather Fair 2014  
Chennai Trade Centre, Chennai

**Daily Happenings Day 2**  
1st February 2014

**Inauguration of the 29th India International Leather Fair, 2014**

The 29th edition of the India International Leather Fair 2014 was inaugurated at the Chennai Trade Centre by the Hon'ble Union Minister of State for Commerce and Industry, Dr. E.M. Sudarshana Nachiappan.

Welcoming the gathering, Shri Malay Shrivastava, Executive Director, India Trade Promotion Organization (ITPO) said that it was a privilege to welcome the Hon'ble Minister, other dignitaries and doyens of the Indian Leather Industry.

He said that this was an occasion to compliment the Indian Leather Industry for its constant positive growth and for building Brand India globally. He added that by adhering to manufacturing of quality products and sustaining a high degree of price competitiveness the sector had secured a prominent place in the global market.

He said that ITPO was playing the role of a Catalyst by organizing this event which was now well established in the International Calendar of Global

**A Joint Endeavour of ITPO, CLE & CSIR-CLRI**

**29th IILF**  
India International Leather Fair 2014  
Chennai Trade Centre, Chennai

**Daily Happenings Day 3**  
2nd February 2014

**\*I saw the Italian Machinery Manufacturers here in IILF, Chennai, India whom I did not see even in SIMAC, Italy, said Mr. MICHAL SPACEK, Scientific Technical Instructor of The International Shoe Competence Centre in Pirmasens Germany. This speaks volumes of the importance and growing stature of this Fair.**

Working eloquent on the Fair, Mr. Spacek said that this was a fair which was growing and catered to meet the Basic Needs of the Product manufacturers from Raw Materials, Components upto Machinery required for manufacture and all the inputs available were of excellent quality.

"IILF Chennai is a very focused Fair and is fast becoming one of the most important fairs in the World because under One Roof All Needs are Available" which is unique and not there in other International Fairs.

Mr. Spacek was enthused by the fact that it was very easy to meet the clients and conduct Business Discussions at this Fair. He opined that in the four years that he had been coming to the Fair he could see that it had grown enormously and now had a much better profile for Leather Machinery, Components as well as for Product Suppliers as well as buyers.

IILF hosts the Best in International names and all important World Players were here, he underlined. He also said that this was a 'serious and focused fair' with many European Exhibitors as well as Visitors. The stands at the fair were so full for all categories of products and one out of every ten persons was a European, observed Mr. Spacek.

This means, he emphasized, that India was ready for High Quality Products and also meant that Europeans saw IILF as an important Fair to visit and source their needs.

In terms of 'New Developments', Mr. Michal Spacek spelt out that there was a big movement to quality components and machinery offering quality manufacturing were displayed at the fair which would help maintain the consistency of the products manufactured.

He also observed that International names in Testing were present at IILF and this was a very healthy sign for the industry in India and demonstrated its performance in delivering Quality Products adhering to International Quality Norms. This needed to be encouraged, he added.

Mr. Spacek also spoke about the International Shoe Competence Centre, Pirmasens which specializes in Company Training and teaches companies to optimize on resources. He said that they offered Tailor Made Training Programmes in India for increasing Productivity and maintaining Quality. ISC was very well known internationally and many Indian companies have approached them for Training. He also added that ISC was a part of the PFI group and was also offering Quality Assurance Services.

**A Joint Endeavour of ITPO, CLE & CSIR-CLRI**

**29th IILF**  
India International Leather Fair 2014  
Chennai Trade Centre, Chennai

**Daily Happenings Day 4**  
3rd February 2014

**Shri Dalel Singh & Shri V. Kumar**  
General Managers of ITPO brief Overseas Media at IILF 2014, Chennai.

**Shri J.K. Gadekar, Joint Secretary, Ministry of Commerce and Industry, Government of India @ 29th IILF 2014**

**Theme Pavilion is the 'INDEX PAGE' to 29th IILF 2014 says Mr. Ravi Kumar, Joint Secretary, Ministry of Commerce and Industry, Government of India @ 29th IILF 2014**

**A Joint Endeavour of ITPO, CLE & CSIR-CLRI**



Leather Sector were presented in a very interesting and graphical format and was the "Information Vehicle" for the Exhibitors and Visitors alike at the fair.



IILF Happenings: Day 1 edition released by Shri V Kumar, General Manager, India Trade Promotion Organization at the Inauguration of 29<sup>th</sup> IILF 2014.

The highlight of the Daily Newsletter was the '**Genesis of the Fair**' which traversed the journey from the 1<sup>st</sup> edition of the Fair to its current 29<sup>th</sup> edition as a graphical story which enraptured the readers. The prominence of IILF in the global pantheon of Fairs was also recounted and was greatly appreciated. IILF as an "Engineering Marvel" was pictorially depicted and messages from prominent personalities were also featured. A comprehensive feedback and impressions from a wide cross-section of the exhibitors as well as prominent visitors were also presented and drew appreciation from all those who perused the newsletter.

## Leather Fashion Show 2014





The Leather Fashion Show 2014 was a Gala event of International Class where Creative expressions in Leather came together with the best that the industry had to offer walking the ramp. The display of the array of exquisite Leatherware was bedazzling and left all marvelling at the supreme quality and dexterity of the products on show.



The Organizers of the Leather Fashion Show acknowledged CSIR-CLRI as the "Trend Setter Of This Fashion Show" who guided them as well as the participants on the Trends as well as the Colour Directions for the 'Spring Summer 2015 season' to be followed for showcasing the products at this show. They thanked CSIR-CLRI for being a Fashion "Beacon" to all participants of the show.





## Quotes from visitors to the THEME PAVILION at IILF 2014

'This year "Equilibrium", the theme of fair highlights Indian expertise in design development of exquisite and high quality Leatherware.'

**Smt. Rita Menon, IAS**

**Chairperson & Managing Director India Trade Promotion Organisation**  
(in the CMD, ITPO message for IILF 2014)



"Leather as a Material – Changing needs and demands"

**N Shafeeq Ahmed**

Chairman, Indian Finished Leather Manufacturers & Exporters Association (IFLMEA)

Industrial Leathers are being replaced by synthetics and Leather is moving back into luxury category and we need to "plan today for a better tomorrow" opined Shri N Shafeeq Ahmed. The India International Leather Fair is the most significant platform to showcase our best and our members are enthused about the growing dimensions of the fair and they have opined that the Fair has grown by leaps and bounds.

**Shri Sandeep Singh**

**TATA International Ltd.**

- Been coming to IILF for over 20 years
- Changes seen: Better participation; Quality of participants excellent
- Expectation: More International participation; Better projection of Indian Leather industry
- New Products being displayed: Trendy Leathers with Colours and Textures for Spring Summer 2015 season

**Shri Salman Parpia**

**Dharmsee Parpia**

- Been Coming to IILF for over 25 years
- Changes: Show is far more professional; Visitors to the fair are more International ; target audience is more International and widespread across the globe
- Expectation: Good Response from Buyers especially in the Machinery Sector and Vegetable Tanning Extracts
- New Products Displayed: New Wet Blue Shaving and Dry Shaving machine; Upgraded Wet Blue Splitting Machine

**Shri Sateesh Jadhav**

**R Y Gaitonde & Co.**

- Been Coming to IILF since its inception



- Changes: Fair has grown by leaps and bounds; Lot of Technology has come in; Great increase in International participation
- Expectation: More learning through exchange of knowledge; New materials and more varieties of leather
- New products Displayed: Salmon Skin Leather, Ostrich Leather; Hair On Finish Leathers on Goat and Calf.

**Shri A Suhail Ahmed**  
**Habeeb Tanning Co.**

- Been Coming for over two decades
- Changes: Compared to earlier editions, the Fair now is on par with the major International fairs; Participation of overseas Suppliers and Buyers has shown an exponential jump
- Expectation: Looking for Good Machines for Tanning and Footwear; Raw Material Sourcing from European and African suppliers
- New Products to be displayed: New upholstery Leathers and Suedes for Shoes

**Shri KR Vijayan**  
**President, Indian Shoe Federation**

"Success in being able to work with **high-end customers** requires building design capabilities that enable us to **offer exciting collections** that can compete internationally."  
The vision to be in the vanguard of Global Footwear scenario should employ a collaborative approach to leverage the strengths and develop an integrated nexus of Design - Technology - Market Linkage.



**Shri Raghu Saran**  
**M/s Baco Metallic Industries**

- I have been coming to IILF for the last 18 years
- IILF has been growing every year with visitors from all over the world
- Expectation: Looking forward to more overseas buyers
- New Products being displayed: Safety footwear Components

**Shri Vipin Seth**  
**M/s Versatile Enterprises**

- I started my career over a table and have been coming to IILF for about 20 years
- IILF has been instrumental in generating good business
- Expectation: Business flowing in and more orders
- New products being displayed: Fluorescent Effect in fabrics on rubbing – used for garments and shoes



**Shri Ketan Sanghavi**  
**M/s Sanghavi Shoe Accessories**

- I have seen 20 editions of IILF
- Changes seen: Bigger, Better and more International participation
- Expectation: Newer Buyers and good business
- New Products being displayed: New Lasts in New Styles

**Shri M Hariram**  
**M/s Euro Shoe Components**

- I have been visiting IILF for close to 20 years
- Changes: More Spae; more organized; Well recognized by International Markets; Gets Good Value customers; Prestigious for Indian Company to participate in this fair.
- Expectation: To see new Soling materials
- New products being displayed: Anti Static Leather Soles and TPU Soles with Leather effect as replacement for Leather soles

**Mr. MICHAL SPACEK,**  
**Scientific Technical Instructor**  
**International Shoe Competence Centre,Pirmasens, Germany.**

" I saw the Italian Machinery Manufacturers here in IILF, Chennai, India whom I did not see even in SIMAC:, Italy, said Mr. MICHAL SPACEK, Scientific Technical Instructor of The International Shoe Competence Centre in Pirmasens Germany. This speaks volumes of the importance and growing stature of this Fair.



**Ms NIDA THIENGTHAM, SELIC CHEMICAL COMPANY Limited, Bangkok, Thailand**

- Participation: I have been visiting this Fair since 2009 and I have found it very rewarding.
- Changes seen: The Number of visitors are up with more serious business oriented visitors



- New Products displayed: Adhesive for Packaging; Water Based Adhesives for footwear.

#### **Shri Puneet Kumar Singh, CTC, NOIDA, India**

- Participation: Participating for the first time as an Exhibitor
- Experience: It has been excellent with good quality visitors and presence of many Key Clients. We have obtained some very promising leads for follow-up.
- New Products Displayed: "Leather Assessment Programme" for Value Addition and Quality.

#### **Shri Venkatesh Charan, VISWAAT Chemicals Ltd. Mumbai, India**

- Participation: Been participating for over 12 years
- Experience: Good quality of visitors, Excellent Foot Falls and it is now necessary to participate in IILF
- Impressions: IILF is a good platform to showcase New Products; Very prestigious fair as participants are noticed by International Buyers; Buyers get to see the articles first hand and meet the Technical team for interaction.
- New Products displayed: 'VICATAN ECO' – a Water, Power and TIME saving system.

#### **Shri Sanjay Mishra, BIOCENTRO, Agra, India**

- Participation: First time as an exhibitor
- Experience: Very good experience and very good enquiries
- New Products displayed: Eco friendly Patent Leather Dyes and finishes; Wax dyes for finishing of crust Leathers.

#### **Shri Ravi Shankar, TATA International, Dongguan, China**

- Participation: Been participating for over ten years
- Experience: Very good business for exports; have also received good business for Domestic market; Over the years the Fair has grown while many International Fairs have shrunk;
- IILF will become more important in Asia as the FAIR TIMING is FANTASTIC and helps focus on the season ahead.
- New Products displayed: Patent Leathers with different Designs





**Shri RV Parathasarathy, RHENOFLEX, Chennai,India**

- Participation: Been coming for over 6 years
- Experience: Excellent Service by ITPO, Good Quality of Customers and Businesswise makes sense to participate.
- New Products displayed: Thermoplastic Toe Caps and Stiffeners



**Mr Johnny Kim, ROTOPIA, Korea**

- Participation: Been coming for over 10 years
- Experience: Good Fair; Business excellent; Quality Visitors and excellent facilities
- New Products Displayed: 'SUPER FLEX' machine for Through Feed Ironing of Leathers

**Shri Ravindra More, PIDILITE Industries Limited, Mumbai,India**

- Participation: Been participating for last 20 years
- Experience: IILF is a good place to demonstrate our products, under one roof all are available.
- **This is the "MAHAKUMBH OF LEATHER ORIENTED BUSINESSES"**
- Really satisfactory businesswise and could explore :
- NEW AVENUES,
- NEW CUSTOMERS;
- NEW IDEAS from this FAIR
- New Products displayed: FEVICOL PL1 1000W- a single component water based adhesive for Sole attachment

**Shri Ajesh Harsh, HARSHA VLH Technologies, Chennai, India**

- Participation: First time as Exhibitors
- Experience: Response has been very good and very positive; quality of visitors are top class; Excellent Layout and service by ITPO
- New products displayed: Heavy Duty SIDE SOLE STITCHING machine; all types of PASTING machines specially designed to avoid manual handling



**Shri Vikram Kumar, SAGITTARIANS International Ltd., Kolkata, India**

- Participation: Been participating for over 20 years
- Experience: Fair is growing well and is now comparable to leading International Fairs; Good Business Enquiries and visitor foot falls encouraging
- MARKETING OF FAIR IS VERY GOOD
- New Products Displayed: LASER Cutting and Engraving Machine; Low Cost Solution for attaching and New Automatic Stitching Machines

**Shri Avik Mukherjee, WILHELM TEXTIL, Chennai, India**

- Participation: Been participating for over 20 years
- Experience: Participation has increased exponentially; Overseas participants are huge now;
- More varieties of Exhibitors are participating;
- Latest Technology is on display; I
- IILF is a very interesting place for the industry to grow, improve their product and improve product performance
- IILF is a FANTASTIC FAIR where GLOBAL EXPOSURE is guaranteed and this helps the Industry in a MASSIVE way.
- New Products displayed: 'DOT COATING TECHNOLOGY' for Adhesives on fusible interlinings

**Shri N Rajasekhar, DESMA India, NOIDA, India**

- Participation: Been coming here for over 22 years
- Experience: Serious Business visitors only which is an excellent concept, enquiries are translating into substantial business
- Infrastructure has improved considerably, Know whom to contact now for information
- New products displayed: "Black Box" for Sole cementing; AMIR System for Transportation during Direct Injection Moulding of Soles

**Shri MO Ram Manoj, OSURI ASSOCIATES, Chennai, India**

- Participation: Been coming for over ten years
- Experience: Fair layout is excellent
  - o Ambience is great
  - o Visitors profile is superb
  - o Whole profile of the Exhibition is of 'Top International Class'
  - o India now seen as a source of quality Leather and Leather products which has been achieved due to participation in this Fair
  - o IILF is now a 'MUST VISIT' FAIR for International Sourcing Companies and Suppliers
- New Products Displayed: Non-Woven Insoles and Strobelling Material; Reinforcements and Linings for Leather Goods

**Ms Sonalika, Priya Impex Consultants, Ranipet, India**

- Participation: Been coming here for over ten years
- Experience: Space occupied by fair has grown by leaps and bounds; Facilities are of international class; Newer and newer clients are coming; Good Business prospects at his fair
- New products displayed: X RAY NAIL SCANNING Machines; High Frequency embossing machine

**Shri Pradeep Borade, STAR INTERNATIONAL Pvt. Ltd, Kanpur, India**

- Participation: Been coming for over 15 years
- Experience: Facilities by ITPO are very good; Very good enquiries which would translate into good business
- Information Centre is very efficient
- New products displayed: "Total Shoe Manufacturing





- Participation: Since 15 years
- Experience: Business has grown with time; Customer Base has increased; Overseas customers coming in a big way
- IILF – BEST Platform to launch INNOVATIVE PRODUCTS
- New Products displayed: RAPIDTEX – Direct printing technology for Toe Puffs

**Mr Carlo Katic, MOLINA BIANCHI, Italy**

- Participation: Have been coming to this fair since its inception
- Experience: The fair has completely metamorphosed into an International fair of top quality business and products; facilities are very good including choice of food; Business wise it is a "must participate in" fair
- New Products displayed: Advanced Technological Machines for cementing and roughing to solve The problem of rejections and also optimize on time of production

**Mr. Kunal Kalwani, Director, Asian Leather Limited, Kolkata**

Theme Pavilion is the '**INDEX PAGE**' to 29th IILF 2014

**Shri MS Vadivelu, Mathi Leathers (Pvt.) Ltd., Chennai, India**

- Have been participating in this Fair since the first edition at CLRI and have witnessed it at Valluvar Kottam, Rajaji Hall and now at the Chennai Trade Centre continuously without missing a single edition.
- The Technology Innovation and improvements on show at this Fair are excellent and the ambience is



Truly International.

- Our Business is now known worldwide and year after year, this Fair is doing an admirable job in Marketing the capabilities of the Industry.
- The Fair is growing with excellent participation and excellent organization
- New Developments seen: Could see a lot of Value Addition especially lower end upgradation through use of Technology
- Chrome free Leathers for Shoes and Garments
- Layout is excellent
- Displays are aesthetic.
- The Products on display clearly underline that we have now achieved Quality and are competing With major Product manufacturers worldwide

#### **Shri R Govindaraj, Supreme Overseas Exports India Pvt. Ltd., Ambur, India**

- Display and Design of stalls are very International in Class
- Excellent Aesthetics
- New Developments seen:
- Upgradation of Low grade leathers
- Improvement of defective Wet Blues with a lot of Innovation by chemical Companies in this area Which has added value to input material and is very useful especially in current times of Raw Material Scarcity and High Prices.
- Optic Presentation in Leathers were varied especially in Garment Leathers which was very interesting.
- Leathers on display were inline with Fashion Trends which would give more confidence to the manufacturers to face International competition.
- On the Machinery side most of the Exhibitors were International, which is a very positive sign and Offers the Indian manufacturers wider choice.

#### **Mr Fujimoto Mikio, Cricket Inc, Tokya, Japan**

- Was completely surprised and absolutely thrilled to see the "THEME PAVILION" where the Latest Fashion Trends were displayed.
- Was under the impression that we had to go to Italy for Fashion Leather but completely changed my opinion after visiting IILF
- IILF is Huge and has all categories under one roof which is fantastic
- Looking forward for more collaboration with Indian companies

#### **Mr Toshi Kuroda, Kuroda International Co. Ltd., Kagawa, Japan**

- First time at the Fair
- Very impressed
- Theme Pavilion Excellent and gives a very good impression of the Indian Leather industry
- Convinced that Quality Leather Products can now be sourced from India
- Have established a collaboration with an Indian company





### **Shri Yogesh Madan and Shri Kamal Bansal, Enkay (India) Rubber Co. Pvt. Ltd., New Delhi, India**

- Have introduced New Technology for developing Lightweight Soles in TPR and PU for Men's soles in response to demand from both the Domestic Sector and Exports Sector
- Displayed soles in numerous designs including Translucent soles which elicited a lot of interest for semi casual shoes
- Quality enquiries from both Domestic and Export sector received with many European and Asian buyers visiting
- Thrust was on displaying soles with complete all round flexibility and weight reduction in Rubber Soles
- Value addition was the 'mantra'
- New Innovation displayed: Camouflage Soles for casual shoes to match upper combination of leather with other synthetic materials

### **Shri Sunil Parashar, Metalware Corporation, Noida, India**

New Technology Developments displayed:

- CNC-CAD Design based on Solid Works, Rhino, and Delcam softwares
- 3 D CNC Modelling and Die Casting using Taiwanese technology
- Surface finishing using Water Based, Eco-friendly solvents
- ONLY COMPANY IN INDIA using ECO-FRIENDLY PLATING PLANT with Cyanide free platings
- Establishing a new state-of-the-art plant which is completely conveyorised and has an Effluent Treatment Plant with Zero Discharge – FIRST IN INDIA for Trims and Accessories
- Satisfied with response at IILF 2014

### **Shri BD Bhaiya, C & E Limited, Kolkata, India**

- Have been participating in IILF since its inception
- New Products displayed:
- New Leathers with Eco-Friendly colours in accordance with the latest Fashion Trends
- New Soles development in TPU, TPR and Injected soles in multiple colours
- Business at IILF 2014 was good



### **Shri K Ramesh, Kanna Chemie (P) Ltd., Chennai, India**

- New Innovation displayed:
- Technology for Wet End Leather Processing to reduce Chromium 6
- Finishing Technology using Foils which are transparent
- Expectations met by participating in the Fair with visits by Senior Management as well as by Technicians



### **Shri P Gopalakrishnan, Sellam Chemicals Pvt. Ltd., Chennai, India**

- New Technology displayed:
- WET END UPGRADATION: This is a UNIQUE TECHNOLOGY AND ONLY COMPANY IN THE WORLD OFFERING THIS TECHNOLOGY which was developed through indigenous R&D efforts
- New Resin compacts for excellent upgradation and Cost-effective to make leather
- Very good response at IILF 2014 from visitors include from Iran and Bangladesh

### **Shri S Ashok, BASF, Mumbai, India**

- IILF 2014 mirrors the Optimism and growth of the industry
- Customers willing to invest and find solutions for better product acceptability and for 'green technologies'
- Customers looking for Innovative solutions and articles
- New Products displayed:
- Concept of "Sustainable Solutions" encompassing Process Innovation and optimization of Water, Energy and Time
- Introduced Low Emission systems for reducing Carbon Footprint
- Premium Leather introduced adhering to various Specifications and Standards
- Displayed PU Solutions for footwear



### **Mr Jean Marc Pedeboy, Romans CAD, France**

- First time at fair
- Mesmerized by the size and product categories
- Amazed at the level of participation and awareness in Indian Leather industry
- New Technology displayed:
- Complete Integrated CAD solutions for footwear
- Integrated Design and Manufacturing softwares
- Very impressed by the level of IT penetration and knowledge in India
- New ideas gained from this fair
- India requires Design Studios to be set and Romans-CAD can offer 'collaborative Engineering'



- Footwear industry can reach the levels of the Automobile and Aerospace industries with IT solutions especially CAD. This is the future.
- PEOPLE-PROCESS-TECHNOLOGY: TECHNOLOGY Chain is important and offered by Romans-CAD

#### **Shri G Ravi, Hifasn Leather Products Co., Chennai, India**

- New Technological developments were very interesting and giving better opportunity to upgrade ourselves
- Comparative demand for Raw Material reflected by less number of Wet Blue suppliers
- New Machinery for Leather Goods available and fine tuned resulting in better output
- Overall Fair is very prominent and is attracting good participation and visitorship

#### **Shri Nari Kalwani, Asian Leather Limited, Kolkata, India**

- Very Busy Fair
- Lot of Energy in the Fair and people appear to be happy after interaction in the fair
- New Machinery:
- Automated machines for Leather Goods
- Excellent Leathers with top finishes seen
- Overall an Excellent fair

#### **Shri Rakesh Sukhia, Sukhia Agencies Pvt. Ltd. Chennai, India**

- Been a very good fair
- Excellent interaction with both Buyers and Sellers for both Domestic as well as for Export markets
- Machinery enquiries are very encouraging
- People are looking forward to upgrade and modernize which is a very healthy sign
- Industry evolving very fast and is looking forward optimistically to expand and adopt new Technologies



#### **Mr Mario Buldrini, Conceria Llyod Spa, Italy**

- First time exhibiting at fair
- Very impressed



- Lot of interest generated for our products specially our Vegetable Tanned leathers
- Opening up offices in Chennai and Kanpur

#### **Ms Christine Powley-Williams, SATRA Technology Centre, United Kingdom**

- Very Good fair and very busy fair
- Good quality exposure
- Lot of interest in our products especially SATRA TimeLine system
- Enquiries received to set up testing Laboratories which indicates a growing awareness to maintain quality and implement standardized testing systems
- Very successful fair and well organized

#### **Shri GV Desikan, LANXESS, Chennai, India**

- All expectations at the fair met
- NEW PRODUCTS DISPLAYED: Chemicals for Beam House Applications
- Very good enquiries and visitorship with many Indian Domestic buyers
- Excellent fair which is perfectly timed

#### **Shri Ashik Bhuta, Colorants, Mumbai, India**

- Excellent fair for Chemicals and Machinery
- New Products displayed: Eco friendly Dyes
- Excellent meeting place for client business meets and discussions

#### **Ms Aarti Sabharwal, Deputy Manager - Corporate and Public Relations, Footwear Design and Development Institute (FDDI), Noida, India**



Giving her feedback on IILF 2014, Ms Aarti Sabharwal summarized:

- Showcasing Students work from all 12 centres in Shoes and Accessories
- Response from the industry has been very positive and excellent
- Students are enquiring about admissions to FDDI
- Design packages unveiled
- International clients from Sri Lanka, Bangladesh have evinced interest in FDDI activities and services
- Student Placement carried out at IILF and four students placed
- Queries generated by many companies on placement
- Fair has been excellent
- Visitorship for enquiries on Training Programmes in:
  - Onsite Training
  - Class Room Training (regular courses)
  - Orientation Course for prospective entrepreneurs which is UNIQUE and a first
- Announced opening of New Centres at Hyderabad, Punjab, Gujarat and Patna



## Compliments to ITPO

### **Prof Dr AB Mandal, Director, CSIR-CLRI, Chennai**

IILF 2014 was a truly international fair which attracted quality participation from India and overseas. The aesthetic displays and Technology on offer were excellent and would benefit the Indian Leather industry. The Seminars were also very useful and the knowledge gained would help the industry march ahead. Congratulations to ITPO for a successful 29th Edition of IILF.

### **Shri PR Aqeel Ahmed, Regional Chairman (SR), Council for Leather Exports**

The fair was an outstanding success and our compliments to ITPO for their excellent stewardship of this truly top class fair. The surging crowds and business activities at all stalls and segments were testimony to the popularity and usefulness of this fair. The concurrent events were also very professionally organized and IILF 2014 has created a very positive image of the Indian Leather industry. Encomiums again to ITPO for their effort.

### **Shri R Ramesh Kumar, IAS, Executive Director, Council for Leather Exports**

The scale and magnitude of IILF 2014 was truly to be seen to be believed. It was mammoth and the entire global leather community is now viewing this fair as a "MUST VISIT FAIR" and a "MUST PARTICIPATE IN FAIR." ITPO deserves to be applauded for their professional handling of this Exhibition and for raising the image of "Brand INDIA" internationally. We, at CLE, also would like to thank ITPO for their support in conducting our various events aligned with the fair.



Team CSIR-CLRI thanks INDIA TRADE PROMOTION ORGANIZATION (ITPO) for the opportunity given to co-ordinate the setting up of the Theme Pavilion and editorially co-ordinate the bringing out of the IILF 2014 Happenings – the Daily Newsletter of IILF and the COUNCIL FOR LEATHER EXPORTS (CLE) for their support and co-operation in the endeavour.

**Report, Photos and Interviews by Team CSIR-CLRI Shoe Design & Development Centre.**