CSIR-CLRI @ IILF 2012, New Delhi

“A New Colour World”
Trend & Technology Showcase
ITPO, CLE, CSIR-CLRI endeavour supported by the Indian Leather Sector

the concept

the true picture

A Report
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MESSAGE

Prof Dr. AB Mandal
Director, CSIR- Central Leather Research Institute

Elegance and finesse are the hallmark of our Leathers and Leather Products and our industry is able to understand the requirements of its customers accurately and come up with the right product, in the right leather at an attractive price as also ensuring that quality requirements and delivery schedules are met. This helps our Leather Sector stay a step ahead of the competition.

IILF is unique initiative from the ITPO and over the years, it has successfully showcased India’s dynamic and modern face in the Leather and Leather Product sector. This fair help in reiterating the fact that India could be a major gainer from emerging global trends by presenting its capabilities and potential to the world in a very interesting manner.

The IILF is a meeting point to discuss and showcase our capabilities to our clients. The atmosphere is very congenial for business discussions and transactions. ITPO and CLE provide the enabling touch and I would like to congratulate the team behind this endeavour for their excellent works.

Technology advancements, Design automation, Fashion Trends Forecasting and New Material development are the focus of dissemination through IILF, which has now been emerged as a one stop shop for all requirements vis-à-vis the leather and leather product sector.

My best wishes to all the participants of IILF 2012, New Delhi for a successful fair.
PREAMBLE

‘A New Colour World’

Trend & Technology Showcase @ IILF 2012, New Delhi
Joint endeavour of ITPO, CLE, CSIR-CLRI & supported by the Indian Leather Sector

The THEME PAVILION will emblazon the glory of the Indian Expertise in the Design and Development of exquisite and high Quality LEATHERWARE from Finished Leather through to LEATHER PRODUCTS. Jostling for Space in this arena will be the “BEST of INDIAN MERCHANDIZE” from the leading manufacturers who cater to the world’s leading brands. The display at the THEME PAVILION will be a feast for the Leather Connossieur and an eye-opener for the discerning international buyers – a gateway to IILF 2012, New Delhi.

The Theme pavilion at IILF 2012 will be a showcase of ‘Trends and Technology.’

Trends at the Theme pavilion will portray the Autumn Winter 13/14 season.

Dramatic – historic – shadowy – that’s the outlook for the new colour worlds!

Following the last, colour-intensive, optimistic-feeling season, the new fashion picture for Autumn/Winter 13-14 veers initially to the gloomy, mystical and morbid. Romanticism comes into play but it is too dark and mysterious.

Does this mean a return to reality? Is it a sign of fear and uncertainty – or rather a mental flight away from the constant negative headlines of daily life? Who knows! In any event, the shows staged by the international trendsetters are characterised by fashion for very self-confident, strong women – even a little martial and austere – as well as fashion that is eccentric and divaesque with lavish decoration.

The new materials too show themselves from their more luxurious side. They are shimmery and shiny, velvety and silky, fluffy and hairy – although the latest fashions also focus on heavy rather masculine materials as well.

Looking only at the new leather colours for A/W 13-14, one can differentiate between three colour groupings:

| Drama – the colours of the night with exciting accents | Shadow – a nebulous and indefinable, neutral colouring | History – the rich colours of old books and paintings |

| Drama – the colours of the night with exciting accents | Shadow – a nebulous and indefinable, neutral colouring | History – the rich colours of old books and paintings |
DRAMA - Mystic Glamour / Poetic Luxury

After the daring excursions into very fresh and cheerful colour worlds, this theme for the next winter season but one goes in a rather gloomy, melancholy direction.

These are the colours of the night, ‘Black Magic’. Black and similarly dark shades dominate. A theatrical, partly poetic or spiritual atmosphere prevails. Some of it seems sinister, dangerous.

But there’s seduction in the air as well. Stimulated by these moods, we see accent colours – powerful, luxurious impulses, reminiscent of jewels and gems. It’s all about nuances such as cobalt, ruby, sapphire or emerald, alongside the metallics such as gold, bronze or platinum. That provides a powerful dose of rich opulence that is also reflected in the materials: shimmering surfaces and brilliant gloss, metallic or patent leather finishes, plus velvets and suede, jacquards and brocade, lurex and silk, lace, pleating, crush effects and big, chunky stones. The corresponding styling trends veer between uniforms and lavish robes, between androgynous, minimalist and captivating femininity.

SHADOW - Trans Inspiration / Shaded World

A never ending story. Colours of infinity. As a contrast to the colours of the night, we have here the colours of the light – or the shades of shadow play. They are indefinable and blurry, often foggy or smoky, sometimes slightly transparent or opaque. Alongside grey and brown, the colour spectrum covers all those dusty intermediate shades that can also be described as typical winter pastels.

The connection with nature is very much emphasised here, particularly where nature serves as the model for new technological developments. “Bionic” is the buzzword. This also ensures interesting innovations for materials – no matter whether smooth leather or velour, wool, felt or flannel, we see coating, bonding, rubberising, waxing, etc.

These colours in the corresponding materials are mainly used in a sporty way, but more classic interpretations or minimalist designs with new volume and sharp contours are also possible.

HISTORY - Nostalgic Heritage / Art inspired

The British retro trend persists. Now we are mainly seeing historical references to art and literature (such as the Preraphaelites, the Victorian and the Edwardian eras) of the last two centuries, leading to creative designs with rich colours and classic materials. The numerous, sometimes stately military parade uniforms with lavish decorations in the form of buttons, braid and borders, through to the smart professional wear of service personnel serve as models here. A pinch of irony in their translation to fashion can do no harm.

This deep, lush colour also derives its richness from nature, however. The wonderful colour changes of an autumnal forest provide an extensive colour palette with no boundaries.

Classic textiles are now being technically enhanced. Take “techno tweed” for example – as well as wool, loden, gabardine and other heavy materials. Leather is also seen from its best side: light, oily, and soft leather stands alongside velvety velour and nappy nubuck. Patent leather and metallised surfaces round out the palette.

Technology at the Theme Pavilion will showcase …

Technology advancements in Core Areas and Critical Areas of Leather Science & Research thereby facilitating critical and crucial technological support to the leather sector while seeking excellence in leather research

Core Areas
- Leather Process Technology: Cleaner Leather processing, Salt free preservation of hides/skins
  Zero Liquid Discharge, Enzymatic Unhairing
- Leather Products Technology
- Environmental Technology
- Education & Training
- Leather Chemicals Technology

Critical Areas
- Biomaterial Development / Testing
- Engineering for Modernization
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Invitation from ITPO

May 25, 2012

Sub: Thematic presentation at IILF 2012 Delhi
Pragati Maidan, July 05 - 07, 2012

Dear Sir,

We are pleased to inform you that the competent authority has approved the set-up of Theme Area in an area of 48 sqm in Hall 12-12A. The layout plan of hall is attached herewith for your ready reference.

ITPO will provide the space for the theme area and will also bear the 50% construction cost with the budget upper ceiling of Rs. 3.00 Lakhs (Three lakhs), however, if the total construction cost is less than the estimated cost of Rs. Six lakhs, than ITPO share will be 50% to the corresponding actual cost of construction of theme area.

You are requested to initiate the conceptualization of the theme area and send us the concept so as to enable us host the same on the event website www.iilfleatherfair.com

regards,

Krishan Kumar
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The Theme Pavilion @ IILF 2012 New Delhi was conceptualized and presented by CSIR-CLRI:

The three sub-theme: Drama, Shadow and History were uniquely presented; for instance:

1. **DRAMA:** To highlight this sub-theme, a leopard with brilliant eyes and coming down a tree created the mood for DRAMA. The pine cone structure brought out the illumination very dynamically. The ring-like structure resembled props at Dramas and were very effectively designed to present leathers, besides the podium structure and the mannequins.

2. **SHADOW:** Larger than true image shadows of men and Women were created to highlight the colours of Shadows that was the crux of this theme.

3. **HISTORY:** A large gold frame was erected at the back wall to depict History. Frame used to portray images of the past.
ABOUT the Twin Fairs

Welcome to IILF 2012, New Delhi & second edition of Expo Riva Schuh India

Two concurrent major and happening fairs of International repute were hosted in New Delhi from the 5th to 7th July 2012 at the Pragati Maidan. Both these fairs offered a ‘vivid presentation’ of the Indian Leather and Leather Products industry.

The first of these fairs was the India International Leather Fair 2012, New Delhi organized by the India Trade Promotion Organization (ITPO) and supported by the Council for Leather Exports (CLE), CSIR-Central Leather Research Institute (CSIR-CLRI), Footwear Design and Development Institute (FDDI) and the Indian Footwear Components Manufacturers Association (IFCOMA).

On display at IILF were uppers, soles, heels, counters, lasts; finished leather, Chemicals; Shoe components, finished leather, Synthetics, Chemicals, Adhesives, Process technology, Testing, Software, Material Manufacturing, Machinery and Equipment.

The IILF 2012, New Delhi was held in HALL 12, Pragati Maidan.

The other fair was the “Expo Riva Schuh India” which was a joint initiative of Council for Leather Exports (CLE) and the organizers of the Expo Riva Schuh Fair, Garda, Italy.

Expo Riva Schuh India was specifically dedicated to businesses operating in the leatherwear industry including manufacturers, distributors, agents and representatives and attracted visitors both nationally and internationally, coming from the world’s largest shoe-consumer countries.

The Expo Riva Schuh India was held in HALL 11, Pragati Maidan.

There was a very keen expression of interest in these Fairs. These Twin fairs were anchored by ITPO and CLE respectively, who are synonyms of success and must be congratulated for making these fairs such a grand success.
Inauguration of the TWIN Fairs

Lighting the Lamp and inaugurating the Fairs was Mr S R Rao, Union Commerce Secretary in the august presence of Ms Rita Menon, Chairman & Managing Director, ITPO; Mr M Rafeeqe Ahmed, Chairman, CLE; Mr Ugo Astuto, Charge de' Affairs, Italy Embassy in India; Mr R Pellegrini, President, Expo Riva Schuh Fiero Del Congressi; Mr Giovanni Laezza, General Director, Riva del Garda Fiero Del Congressi; Mr Neeraj Gupta, Executive Director, ITPO; Mr RK Jalan, Vice Chairman, CLE; Mr Dalel Singh, General Manager, ITPO.
Shri Neeraj Gupta, Executive Director, ITPO welcomed the Guests and gave a detailed overview of the fairs. He said that it was a privilege to welcome all the distinguished delegates to the Inaugural function of the two co-fairs. He went on to add that the ITPO organizes three major leather Fairs in New Delhi, Kolkata and Chennai and all of them have been expanding ever since their respective launches.

He noted that both the fairs had almost doubled in participation in just their Second edition which clearly indicated the importance and popularity of these fairs.

He said that ‘Leather’ was a focus sector of the department of Commerce and had been showing signs of robust growth both domestically and in the area of exports also.

Shri Neeraj Gupta highlighted that this was a large Business to Business (B2B) Fair and ITPO was focussing on the contact between Buyers and Sellers so that the industry can have the benefit of Business Interactions. He thanked the Chief Guest and other dignitaries and wished the fair all success.

Mr Roberto Pelligrini, President of the Riva Del Garda, Fiere Congressi, Italy in his address thanked the ITPO and CLE for their partnership with Expo Riva Schuh and made a special mention of the collaborators who had worked very hard for the success of these fairs. Giving details of the fair, he said that over 200 companies from 40 countries across Asia and other parts of the world would be showcasing their products and capabilities. He also indicated that thousands of buyers would pass through the stalls for serious business. He stressed that his fair was becoming an increasingly opportune place for business and whole heartedly welcomed all the business visitors.

He expressed optimism that the outcome of the fair would be very positive and it would go on to become a ‘must attend’ and ‘unique’ fair for all those involved with the Leather industry. He outlined that this was a ‘tangible’ event to portray the Best products and also exchange information on Styles, Fashion, Markets and Business across the world. Quoting Ms Irina, a Russian Fair Organizer, Mr Pelligrini said that “A Fair is successful when it gives what its Patrons want. A Fair is Excellent when it anticipates the needs of its Patrons and provides it to them.” According to him this fair was an ‘Excellent’ fair.

In conclusion, he said that this Fair is here to stay for long and would also foster better cultural understanding between the two countries. He wished good business to all participants of the fair.

Mr Giovanni Laezza, General Director, Riva Del Garda, Fiere Congressi, Italy added his wordsw of appreciation for ITPO, CLE and the Italian Embassy in New Delhi for making the Expo Riva Schuh India into such a big fair. He then proceeded to give a background of the Fair and its target profile.
Spelling out the reasons to participate in this fair, Mr Laezza said that the fair provided a unique opportunity to generate business and forge business partnerships with buyers all over the world. It also provided information on Trends in the International Footwear Market, he added. He also informed the gathering that exhibitors from Italy, India, Indonesia, Malaysia, China, Pakistan etc. were participating in the fair. About 500 Online Buyers from Europe, India and other parts of the world had also registered for this fair, he added.

Mr Laezza said that this fair was a ‘win-win’ concept as it helped the Indian Businessmen to meet the Foreign Buyers while at the same time the Foreign Buyers could conduct business with their Indian counterparts. He listed out the names of some of the most reputed Italian Brands that were participating in this fair. He also indicated that visitors from USA, Latin America, Middle East, Far East, Turkey, Japan, Europe and China were expected to grace this fair with Big Buyer Groups from these locations attending the fair. In conclusion, he said that the Expo Riva Schuh India was a True Business Platform for developing dependable partnerships and wished all the best to the participants.

Shri M Rafeeqe Ahmed, Chairman, Council for Leather Exports in his address extended a warm welcome to all. He thanked Shri SR Rao, Union Commerce Secretary for having agreed to inaugurate the fair. He also congratulated Shri Anand Sharma, Hon’ble Union Minister for Commerce and Industry and Textiles for all the support measures extended to the industry and he was glad to announce that the exports in the area of Leather and Leather Products had crossed US$ 4.5 Billion for the period April 2011 – February 2012.

Shri Rafeeque Ahmed that the Objective of the CLE was to consolidate the market share in traditional markets and undertake aggressive marketing campaigns in the emerging markets. He also stressed that though there is a short term decline in exports due to global conditions, the Leather industry has a huge potential for growth. He pointed out that the domestic market was also expected to double in business.

He complimented Shri Anand Sharma, Hon’ble Union Minister for Commerce and Industry and Textiles for sanctioning the Mega Leather Cluster scheme with an outlay of Rs 600 crores which would provide world class infrastructure to the industry.

The Chairman, CLE underlined the fact that Italy had been a major supporter in the Design and Development and Capacity Modernization of our industry and this partnership would help strengthen the march of India into the global foreyards of leather business. He also expected that the fair would attract an increased number of visitors with an increased number of Business Transactions being concluded. He also exuded confidence that the partnership of Riva Del Garda, CLE and ITPO and with
their concerted efforts these fairs would grow in the years to come. He wished all participants of the fair success in their endeavours.

**Mr Ugo Astuto, Charge’d Affairs, Embassy of Italy, New Delhi** said that it was a privilege to be a part of the event. He said that the Expo Riva Del Garda was an iconic exhibition in Italy and the hosting of the Expo Riva Schuh India was an important step in the world of Leather business. He reiterated that the High Quality of Indian Leathers and Leather Products were well known and thus Expo Riva Del Garda replicated a ‘full fledged’ version of the fair in India. He acknowledged the help of the Italian Government and stressed that Italy is a very reliable partner for India especially in the manufacturing sector. He also pointed out that the Italian exports had grown despite the economic downturn. Mr Astuto expressed his wish that the next stage of engagement between both the countries should be marked by more joint ventures and Foreign Direct Investment (FDI) and the Expo Riva Schuh India provided a good platform for this. He concluded by wishing the IILF and Expo Riva Schuh India participants success in their participation.

**Shri S R Rao, Union Commerce Secretary**, who was the Chief Guest for the function, in his Inaugural Address said that he was absolutely delighted to share the platform with such distinguished dignitaries from Italy and India. He expressed the hope that this fair would mark a beginning of a new “economic and cultural” partnership between Italy and India. He expressed his pride at this association and reiterated that the very fact that exhibitors in such large numbers were participating in this fair clearly showed the depth of this engagement. Shri Rao said that ‘Leather’ was a focus sector for the Government and all steps were being taken to encourage this sector. He pointed out that though the Eurozone crisis had resulted in the trade contracting, the Business leaders should come out with Innovative strategies to combat this. He said that the Indian entrepreneurs were extremely resilient and are capable of increasing their market share even in a shrinking trade pie. Advocating more innovation especially in the area of Design and Development, Shri Rao said that this ‘one stop shop’ as the fair was, should give us an ideal platform to showcase our strengths and capabilities.

The Union Commerce Secretary highlighted the fact that India would be the only country to grow at the rate of 6.5% and upwards and it would also be the largest expanding market apart from China. This, he said, would attract and encourage more FDI’s in the Indian industry. On the Government’s side, he said that Shri Anand Sharma, Hon’ble Union Minister for Commerce and Industry and Textiles
had announced a set of incentives for the Indian Industry which would benefit them for the growth of their businesses and the Leather Sector also had many incentives in the announced list. Shri Rao said that this exhibition provided immense opportunities for networking and expanding our horizon for establishing lasting business relationships. He also announced the hosting of the India International Garments Fair which would be a focussed fair for Leather Garments later during the year. In conclusion, he thanked the organizers for inviting him to inaugurate the fair and wished all participants the very best in their business endeavours.

Smt. Rita Menon, Chairperson and Managing Director, ITPO delivered the Presidential Address. She welcomed all to the IILF 2012 and Expo Riva Schuh India and said that both the fairs were ‘premium leather events’ which had on display new and exciting collections from prominent Brands. She also expressed the hope that the visitors to the fairs would find the ‘Thematic display’ and the exhibits interesting.
CMD, ITPO pointed out that ITPO had an important role as an exhibition organizer and service provider and it would always take strenuous efforts to ensure the maximization of customer satisfaction. To achieve this, she said that it was continuously introspecting and redesigning programmes and service delivery to customers. She also announced that a ‘world class convention centre’ was planned to be established by ITPO very soon in the Pragati Maidan complex itself.
Smt. Rita Menon expressed confidence that these twin fairs would provide a useful business confluence for all participants and wished Good Luck to all the participants.

Shri RK Jalan, Vice Chairman, CLE proposed the ‘Vote of Thanks.’ He said that it was very encouraging to see more exhibitors as well as visitors to these fairs, in only its second edition and this augured well for the future of these fairs. He thanked Shri SR Rao, Union Commerce Secretary for gracing the occasion and for inaugurating the fairs.
Shri Jalan stressed that India had an immense potential to grow and the industry had been having several ‘brain storming’ sessions to evolve a strategy for charting a higher growth trajectory. He thanked the ITPO and its Team for their dynamism in making the fair successful and also thanked the Italian Team for their co-operation. He also expressed his deep sense of gratitude to ITPO for announcing the hosting of a focussed fair for ‘Leather Garments.’ He expressed his thanks to the leather industry of India for their presence and support and wished all the participants a good show and expressed his optimism of working together for the further growth of the Indo-Italian partnership.
To mark the Inauguration of the twin fairs, Shri SR Rao, Union Commerce Secretary, lit the Traditional Lamp in the presence of other dignitaries including Smt Rita Menon, Chairperson and Managing Director, ITPO; Shri M Rafeeque Ahmed, Chairman, CLE; Mr Ugo Astuto, Charge d’Affairs, Embassy of Italy, New Delhi; Mr Roberto Pelligrini, President of Riva Del Garda, Fiere Congressi, Italy; Mr Giovanni Laezza, General Director, Riva Del Garda, Fiere Congressi, Italy; Shri Neeraj Gupta, Executive Director, ITPO; Shri RK Jalan, Vice Chairman, CLE and Shri Dalel Singh, General Manager, ITPO.
Dedication of the ‘Theme Pavilion’

At the ‘Centre Stage’ was the THEME PAVILION “A New Colour World: the gateway to the Fairs”, showcasing Trends for the MODEUROP Autumn Winter 13/14 season and Technology. Our reliable Industry partners added value in showcasing the Indian strengths and capabilities to the leather World.

Shri Neeraj Gupta, Executive Director, ITPO dedicated the ‘Theme Pavilion at IILF 2012, New Delhi’ to the Indian Leather fraternity by releasing a plaque in the august presence of Shri M Rafeeque Ahmed, Shri RK Jalan, Shri PR Aqeel Ahmed, Shri Puran Dawar, Shri D Saalai Maraan, Shri Motilal Sethi, Shri Subhash Kapoor, Shri Sanjay and Dr BN Das.

The newness in the products displayed was indeed awe-inspiring.

The response to the ‘Theme Pavilion’ was overwhelming. It was an eye-opener for the visitors to see the products so alluringly displayed and conforming to the Trends for the Autumn Winter 2013/14 season. The tasteful display in accordance with the three sub-themes of Drama, Shadow and History clearly depicted to the visitor the Leather Colours, Textures, Designs, Styles and Shapes in vogue for the season. The exhibits at the theme pavilion drew universal appreciation and also generated genuine queries and interest.
From the Theme Pavilion

“A New Colour World”
Trend & Technology Showcase
A Joint endeavour of

supported by the Indian Leather Sector
From the Theme Pavilion
From the Theme Pavilion
Release of “Ambassador to MODEUROP”

MODEUROP is an international “Fashion Community” that creates and promotes creativity, style visions and trend forecasts for shoes and leather accessories. Their centrepiece is the real-leather Colour Card which is available 18 months in advance, and is a boon to all Leather and leather product manufacturers to stay a step ahead.

MODEUROP has a particularly close association with some members who represent MODEUROP in their countries as ambassadors. It is a matter of Singular Honour and Prestige that MODEUROP has chosen CSIR-CLRI to be its “Ambassador in India.” A plaque commemorating this announcement was released by Shri Taj Alam, President of the UP Leather Industries Association (UPLIA) in the presence of Dr BN Das, Chief Scientist and Head, CSIR-CLRI Shoe Design and Development Centre.
HOT PRODUCTS @ THE THEME PAVILION - HANDBAGS
HOT PRODUCTS @ THE THEME PAVILION - LEATHER GARMENTS
HOT PRODUCTS AT THEME PAVILION - SHOES & LEATHER
SNAPSHOT JOURNEY OF THE TWIN FAIRS

Halls 12 & 12A hosting IILF 2012, New Delhi

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