

Report on



Ambur OPEN 2011 ... a sweet succession to ... Ambur OPEN 2010

Ambur OPEN 2

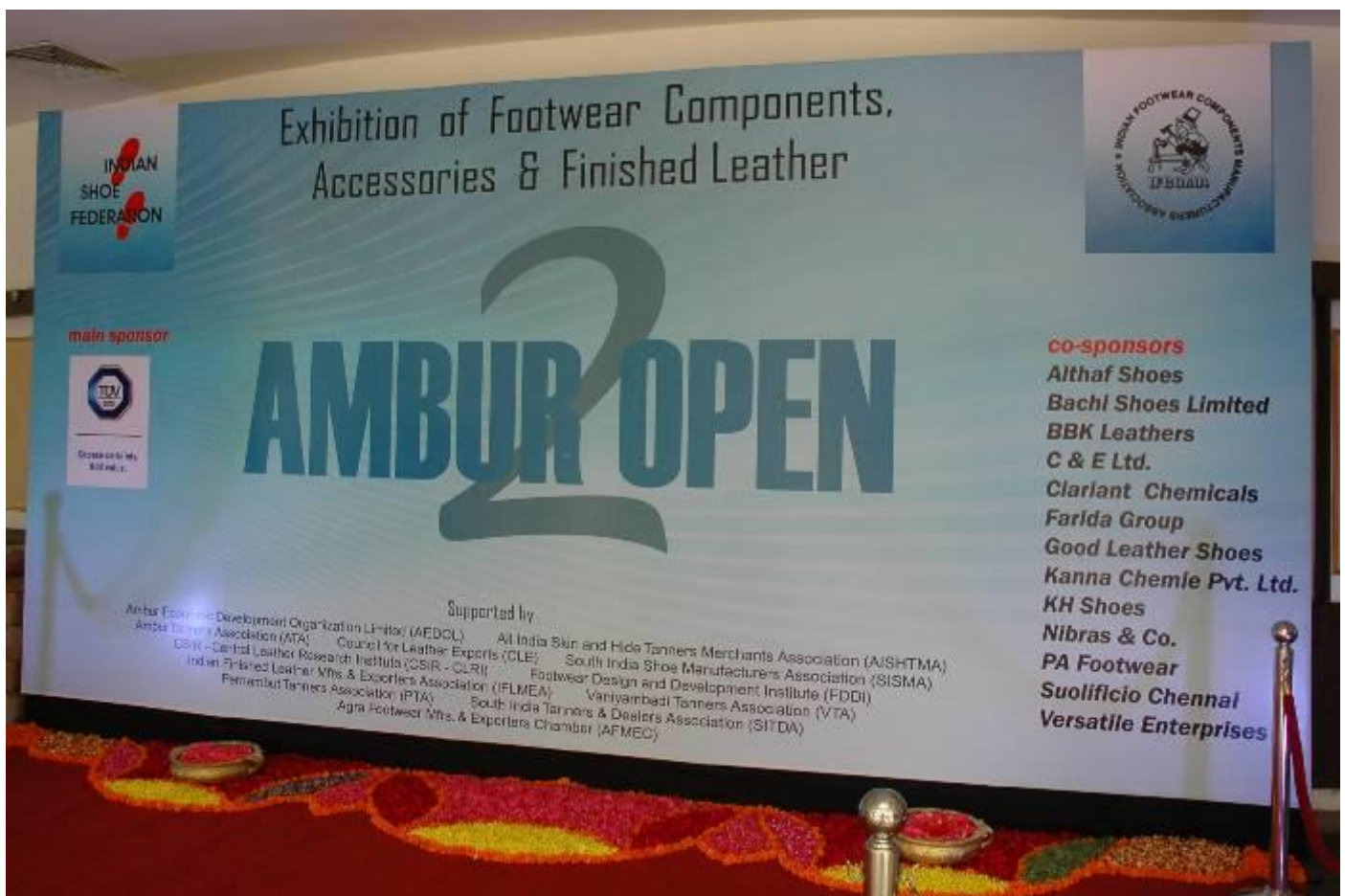
9 – 10 July 2011, Ambur Trade Centre

Report on Ambur OPEN 2

9-10 July 2011, Ambur Trade Centre

Covering the Events:

- Lighting of Lamp
- Tour of the Exhibition
- Inaugural Session
- Release of 'Ambur OPEN at a glance! – Newsletter'
- CLE's Panel presentations
- Evaluation of the 'Best Components'
- Seminars at Ambur OPEN 2
- Ambur OPEN 2 – A Fact Sheet
- Feedback on Ambur OPEN 2



The **second edition** of **AMBUR OPEN** organized by the Indian Shoe Federation (ISF) & the Indian Footwear Component Manufacturers Association (IFCOMA); an Exhibition of Footwear Components, Accessories and Finished Leather was held on the 9th and 10th of July 2011 at the Ambur Trade Centre, Ambur.

"Ambur Open 2," was a trade and networking platform showcasing the very best of Finished Leather, components and technology in the Leather and Leather Products Sector.

The USP of this fair is that apart from components; all the leading South Indian Tanners displayed their Leathers also and this was a golden opportunity for the product manufacturers from across the country to source some of the finest leathers.

This exhibition has been successful in generating genuine business interest among National and International visitors. It provided a platform to enlarge business networking and made a genuine attempt to link the various building blocks of the Indian Leather Sector right from Leather to components to products, which in turn enhances the growth of the Indian Leather Sector.

Marking the opening of Ambur OPEN 2



A milling crowd at the Inauguration

On the bright and shining morning of 9 July 2011, the stage was set for the inauguration of the second edition of Ambur OPEN.

The Chief Guest, Shri M Rafeeqe Ahmed, Chairman, CLE along with Shri PR Aqeel Ahmed, Regional Chairman, (SR) CLE; Prof Dr AB Mandal, Director, CSIR-CLRI; Shri Habib Hussain, Former Chairman, CLE; Shri N Mohamed Sayeed, Chairman, Amburtec; Shri T Rafeeq Ahmed, Former Regional Chairman, CLE; Shri Althaf Ahmed, Managing Director, Althaf Shoes; Shri Yavar Dhala, Vice President, ISF; Shri Kapil Bansal, Senior Vice President, TUV-SUD; and the hosts Shri PV Gopalakrishna bachi, President, ISF and Shri Sanjay Gupta, President, IFCOMA assembled in the foyer of the Ambur Trade Centre on the Red carpet to light the lamp and mark the official opening of Ambur OPEN 2.

VIP Tour of the Exhibition



VIP interaction with the Exhibitors

The Inaugural Session





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Captains of the Industry captivated !



The Inaugural Session set the tone for discussions and debate at the Ambur OPEN 2.



Shri PV Gopalakrishna Bachi, President, ISF in his welcome address commended the fore-sight of Shri M Rafeeqe Ahmed, Chairman, CLE and Shri BD Bhaiya, Former President, IFCOMA for deciding to start the Ambur OPEN in the midst of the manufacturing hub. He said that despite an increase in capacity by over 30%, there was still a shortage of space and not all exhibitors could be accommodated underlining the fact that Ambur OPEN is here to stay. Welcoming all the distinguished dignitaries and the participants, Shri Bachi stressed that the objective of hosting this fair was that all could go back with the thought that these two days in Ambur were well spent. He also highlighted that a lot of thought had gone into structuring the programme which included panel discussions and seminars on topics of relevance to the Industry. He thanked all for extending support to him.



Padmashri M Rafeeqe Ahmed, Chairman, CLE the very zealous and leader of the Indian Leather industry in his Inaugural address expressed great delight that the Ambur OPEN had shown such a significant growth in a span of one year. He opined that this was the best effort for cluster improvement. While complimenting the Leather Industry for its growth, he exhorted the Industry to take a leaf from other high growth industries like engineering, to achieve an even greater growth. He expressed satisfaction that the CLE was invited by the GOI in developing the 12th Five Year Plan proposals for the Industry, in which labour intensive sectors like the leather sector had special schemes to augment its growth. He also expressed satisfaction at the progress of the leather mega-clusters which were taking shape nicely. He also encouraged the Industry to go in for large capacity enhancement to meet the ambitious targets set by the GOI. He also enlisted CLRI's support in meeting the challenges on the environmental front. Concluding his address, he listed out the new initiatives of the CLE in promoting joint ventures in newer markets.

Release of Newsletter – Ambur OPEN at a glance !





Shri M Mohammed Hashim, the doyen of the Industry complimented Shri M Rafaeque Ahmed for laying out the road map for the Indian Leather Sector and expressed full confidence that the Leather Sector would achieve the ambitious targets set under his dynamic leadership. He stressed that the Leather Industry should study the export growth patterns of other industries especially gem and jewellery and engineering exports based on which strategies could be devised to achieve higher growth rates in our Industry. He suggested that the Tanning Sector had to be improved and favourable policies needed to be framed to encourage its growth. He also advised a re-think on the labour wages. Finally, he sought the active support from the State as well as the Central Governments in helping the Industry solve the pollution related problems.

Shri M Mohammed Hashim released the '**first copy**' of the Newsletter – **Ambur OPEN at a glance !** to the dignitaries on the dais. The Newsletter captured the essence and spirit of Ambur OPEN 2.



Shri PR Aqeel Ahmed, Regional Chairman (SR), CLE in his address expressed deep satisfaction that the fair had drawn such an over-whelming response. He congratulated ISF, IFCOMA, Team CLRI and all supporting associations for their help in organizing this fair. He heaped encomiums on Shri Bachi for his leadership and acumen. He also lauded the widened and expanded scope of this exhibition and stated that the ambience in this fair is truly international and on par with the Garda and APLF fairs. He reiterated that the India Leather Summit was a great success and expressed confidence in achieving the target set with added value. He also stressed on the need for bringing in new entrepreneurs, especially young people for the dynamic growth of this Industry. He thanked Shri M Mohammed Hashim for inspiring a whole generation of Leather Sector entrepreneurs and exhorted all to emulate his principles & philanthropy. He concluded his address by adding that without hope, trust and faith; there is no hope for the future and therefore, we must work together unitedly and be optimistic.



Prof Dr AB Mandal, Director, CSIR-CLRI in his special address said that Ambur Open 2 provided the excellent ambience for the discerning business exhibitors and clients for fruitful business exploitations. He added that the Leather Industry works hand in hand with CSIR-CLRI for adoption of the latest technologies to upgrade their outputs in meeting with the expectations of the international business community. This synergistic relationship has made this sector very vibrant and with a strong foothold in the global leather arena. He said that India is today a major destination for global sourcing of leather products. Ambur Open 2 will surpass all expectations and the credit for this must be given to the Team at ISF, IFCOMA, CLE and other Supporting Associations for their meticulous planning right from conceptualization to actual hosting of the exhibition. CLRI was indeed proud to be associated in supporting this Exhibition actively. He concluded saying that in the years ahead Ambur Open will emerge taller and taller.



Shri Habib Hussain, Former Chairman, CLE said that it was a privilege to be present at Ambur OPEN 2 and address the gathering. He complimented that ISF-IFCOMA partnership and said that the growth of the fair in the second year itself spoke volumes of how we can grow when we synergize and come together. This, he said, was a sign of a new and vibrant India. He said that the GOI was listening to the Leather Industry with keen interest because of the inclusive growth that this Industry offered. He however cautioned against complacency and said that real challenges needed to be tackled. There was a huge opportunity for our Industry to take benefit from as China had scaled down exports to concentrate on the domestic market. He also opined that making the business profitable was a challenge and we have to go ahead and remove the negativity about this Industry especially on the environmental front. He also lauded the new initiatives being taken by the CLE in collaboration with the NSDC. He concluded by saying that we have to sustain the growth momentum and wished all exhibitors and visitors every success.



Shri Kapil Bansal, Sr. Vice President, TUV-SUD expressed great happiness and pleasure to be in Ambur for the Exhibition. He complimented the good growth of the Industry and said that there were great opportunities to be harnessed in this Industry. He complimented the Ambur OPEN 2 organizers and said that it offered a great platform for both manufacturers and buyers. Infact, it was a one-stop-shop for components, leathers and accessories. He assured the Industry that with the increasing focus on restricted substances and pollution, TUV-SUD was ready to walk hand-in-hand with the Industry in facing this challenge through the testing of products. He stressed that TUV would support the Industry to produce a safe product.



Shri Sanjay Gupta, President, IFCOMA said that the Ambur OPEN 2 was yet another milestone for Padmashri M Rafeeqe Ahmed and his Team. He thanked CLE, CLRI supporting associations and the sponsors especially the main sponsor – TUV for their support. He had special words of appreciation for Shri Bachi and Shri Vipin Seth for their support in the successful conduct of this event.



Felicitation of
**Padmashri
M Rafeeqe Ahmed**
by
ISF & IFCOMA



PRODUCT PANEL COMMITTEE MEETING



A meeting of the **Product Panel Members of finished leather, leather footwear and footwear components** was organised by CLE on 9th July 2011 at Board Room, Ambur Trade Centre, Ambur.

The main focus of the panel meeting was to discuss major issues confronting the sector and to come out with supportive strategies / Action Plan for future growth of the respective leather products towards achieving the overall export target of US\$ 9.00 bn by 2013-14. Further, the interactive meeting also aimed at providing inputs to the Working Group constituted for Leather and Leather Products in the 12th Five Year Plan of Ministry of Commerce & Industry.

In this background, the Panel Convenors of Finished Leather, Leather Footwear and Footwear components made a detailed presentation about the current status of each leather product categories and suggested necessary recommendation in terms of seeking Govt support towards further enhancing India's export of finished leather, leather footwear and components to achieve the envisaged Export Targets. The panel meeting was attended by the following members/officials:

1. Shri M. Rafeeqe Ahmed, Chairman – CLE
2. Shri P.R. Aqeel Ahmed, Regional Chairman (South) – CLE
3. Shri Habib Husain, COA Member – CLE
4. Shri N. Shafeeq Ahmed, COA Member – CLE
5. Shri Muhammad Yavar Dhala, COA Member – CLE
6. Shri K. Srinivasan, Convenor – Finished Leather Panel
7. Shri P.V. Goapala Krishnana, Convenor – Leather Footwear Panel
8. Shri Sanjay Gupta – Convenor – Footwear Components
9. Shri D. Saalai Maraan, ED, FDDI
10. Dr. A.B. Mandal, Director, CLRI
11. Shri C. Muralidharan, CLRI
12. Shri T. Abdul Wahid, Member, SRC
13. Shri S.V. Kumar, Members, SRC
14. Shri K.R. Vijayan, Member, SRC
15. Shri Rakesh Suri, M/s. Suri Shoes P. Ltd., Kanpur
16. Shri Israr Ahmed, M/s.Farida Prime Tannery, Chennai
17. Shri Irshad Ahmed M/s.Farida Shoes Pvt. Ltd., Chennai
18. Shri Abhijit Sett M/s.Ankur Footwear Pvt. Ltd., Chennai
19. Shri R. Ramesh Prasad M/s.PRC Leathers,
20. Shri Manoj Bhaiya, M/s.Chemcrown Exports, Kolkata
21. Shri Liku Colombowala M/s. Choudhary International Ltd., Mumbai

The meeting ended with thanks to the Chair.

Best of Ambur OPEN 2

The Indian Shoe Federation had engaged the services of **Mr Michal Spacek** from Czech Republic who is also a Consultant for the International Shoe Competence Centre in Pirmasens in Germany to analyze the level of innovation in the indigenously manufactured components for Shoes & Accessories.



NEW PRODUCT INITIATIVES BY COMPONENT MANUFACTURERS



Based on factors like: in-house R & D, know-how, own design & development, adaptability for manufacturing high-class/quality shoes and deep technical knowledge; Mr Michal Spacek identified the following companies as the 'Best Exhibitors' at Ambur OPEN 2 meeting with the above criteria.

- **Pidilite Industries**
- **Suolificio Chennai**
- **Classic Enterprises**
- **Zahonero India**
- **Enkay India Rubber Company**
- **Intek Tapes**
- **Jafra Insoles**

Ambur OPEN 2: Fact Sheet

AMBUR OPEN 2011 : Hope Floats

What does it mean for the EXHIBITORS?

Fruitful Business Proposition

Grab the moods of positivity and optimism in the industry and realize them into fruitful and successful business opportunities.

Captive Audience

An often heard grouse from the Exhibitors is the absence 'business visitors' – in this Fair EXCELLENT VISITORSHIP is GUARANTEED.

World Class Facility

The Ambur Trade Centre boasts of World Class facilities for the Exhibitors. Finer details in preparing your travel and stay are handled.

What does it mean to the BUSINESS VISITORS?

New Season's Sourcing Ideas

Time opportune to source the newest trends and technology from the Component Manufacturers for the right season.

Finished Leather : an USP @ Ambur Open

Finest of Leathers for Leather Garments, Shoes and Accessories – for the A.W. 11/12 and Spring Summer 2012 seasons from the leading tanneries.

Machinery on display @Ambur Open 2

A new segment for displaying Machinery has been opened up at this fair and would the visitors get acquainted with the latest in technology and automation.

On Display at Ambur Open 2

The Fair would provide an ideal opportunity for your colleagues to interact ONE-ON-ONE with the exhibitors to source the most optimum components for your product lines. The Exhibitor profile includes a display of a comprehensive range of products :

Finished Leather	Cutting Dies	Leather Soles
Leather Shoes	Insoles	Soles
Accessories	Labels	Adhesives
Lasts	Software	Boxes
Chemicals	Tapes	Synthetic linings
Testing	Machinery	Others

Ambur Open 2 : bigger and better

The Ambur Open 2 has had an overwhelming response from the Footwear Component manufacturers Finished Leather and the new segment Machinery signifying a 30% increase in space sold and a 15% increase in the number of Exhibitors over last year.

Ambur Open 2 will have:

- **Total No of Sq. meters - 1005**
- **Total No. of Exhibitors - 130**
- **Total No. of Components Exhibitors - 68**
- **Total No. of Leather Exhibitors - 17**
- **Total No. of Chemicals Exhibitors - 17**
- **Total No. of Machinery Exhibitors - 14**
- **Total No. of Services Exhibitors - 14**

TUV – the leading Quality Assurance and Testing Agency is actively involved as the MAIN SPONSOR of the event.

- Total number of Business Visitors was 4000.
- Business generated at Ambur OPEN 2 was to the tune of Rs 120 crores.

EXHIBITION VIGNETTES



Keeping Abreast: SEMINARS @ Ambur OPEN 2

Well thought of and contemporary/topical seminars update on the global developments. These seminars gave a value-added opportunity and enlightened on topics related to leather and leather products technology, Shoe Components, Fashion Trends, Quality Control and Business and Management Concepts.

Saturday, 9 July 2011

Seminar Hall A	<ul style="list-style-type: none"> • <u>Timings: 3.00 pm to 4.00 pm</u> "International Regulatory Requirements for Leather & Footwear - A Consultative Approach" by Mrs Meena Kumari, Global Technical Head-Sofflines, TUV SUD Group, Chennai. • <u>Timings: 4.30 pm to 5.30 pm</u> Supply Chain Management in Footwear Industries by Mr P. Venkatesan, Business Development Manager, SGS India Private Ltd., Chennai
Seminar Hall B	<ul style="list-style-type: none"> • <u>Timings: 3.30 pm to 4.30 pm</u> Trends for Autumn Winter 2012-13 season by Team CSIR-CLRI

Sunday, 10 July 2011

Seminar Hall A	<ul style="list-style-type: none"> • <u>Timings: 10.30 am to 11.30 am</u> Tannery efficiency improvement measurements by Mr B Ramalingam, Executive Committee Member & Former President, AC Tech Leather and Footwear Alumni Association. • <u>Timings: 12 Noon to 1.00 pm</u> Transforming Managers into Leaders by Mr Shiv Subramaniam, Madras Management Association - KAS
Seminar Hall B	<ul style="list-style-type: none"> • <u>Timings: 10.30 am to 11.30 am</u> Introduction of the new ICD Terminal & Public bonded ware-house in Ambur by WESTERN GATEWAY CARGO SERVICES PRIVATE LIMITED • <u>Timings: 12 Noon to 1.00 pm</u> PolyUrethane and Footwear by Mr Rahul Gautam, Chairman, Indian Polyurethane Association



"International Regulatory Requirements for Leather & Footwear - A Consultative Approach"
by Mrs Meena Kumari, Global Technical Head-Sofflines, TUV SUD Group, Chennai.



Trends for Autumn Winter 2012-13 season
by Team CSIR-CLRI



Supply Chain Management in Footwear Industries
 by Mr P. Venkatesan, Business Development Manager, SGS India Private Ltd., Chennai



Introduction of the new ICD Terminal & Public bonded ware-house in Ambur
 by WESTERN GATEWAY CARGO SERVICES PRIVATE LIMITED

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Tannery efficiency improvement measurements
 by Mr B Ramalingam, Executive Committee Member & Former President, AC Tech Leather and Footwear Alumni Association.



Transforming Managers into Leaders
by Mr Shiv Subramaniam, Madras Management Association - KAS

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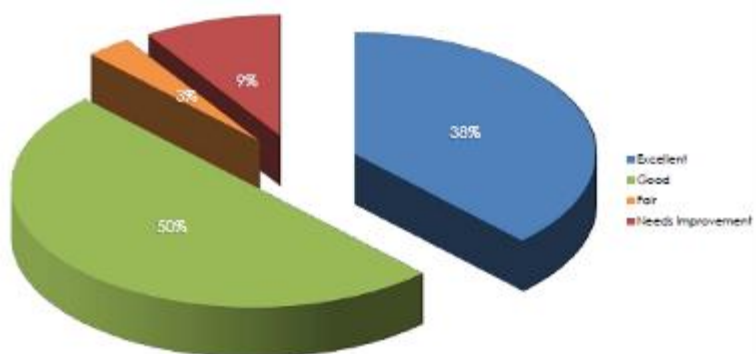
PolyUrethane and Footwear
by Indian Polyurethane Association

Ambur Trade Centre

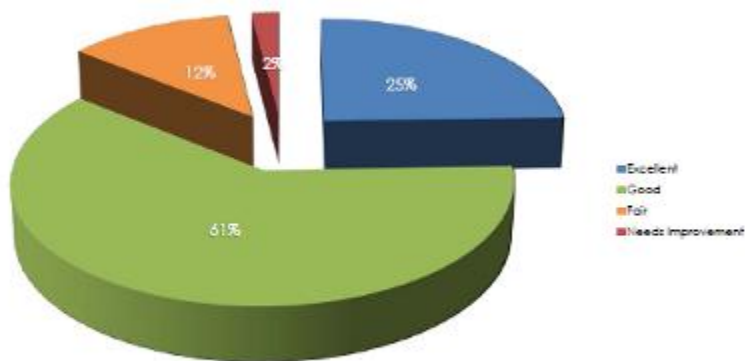


FEEDBACK

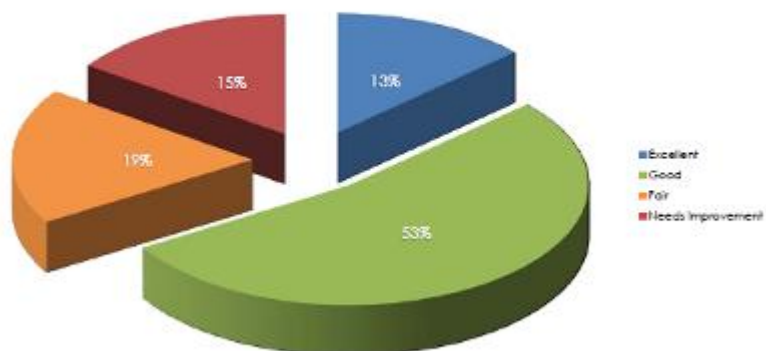
Question 1
The Ambur Trade Center as a venue

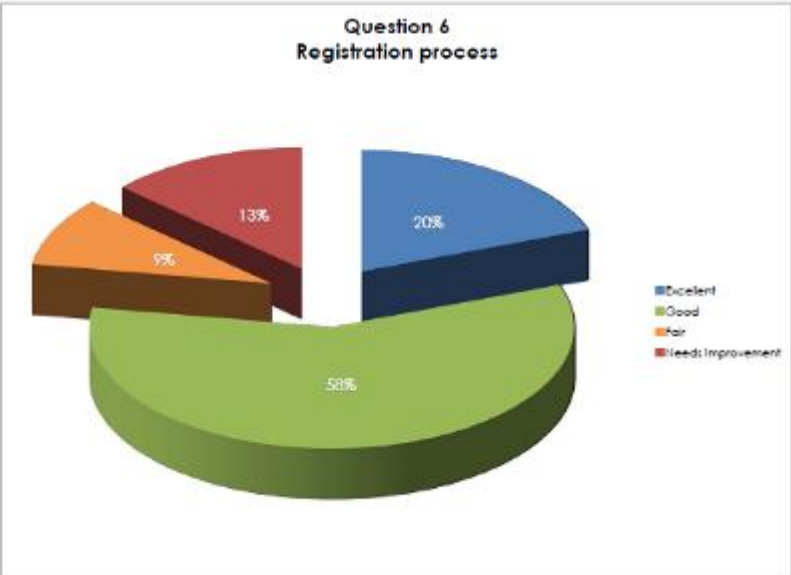
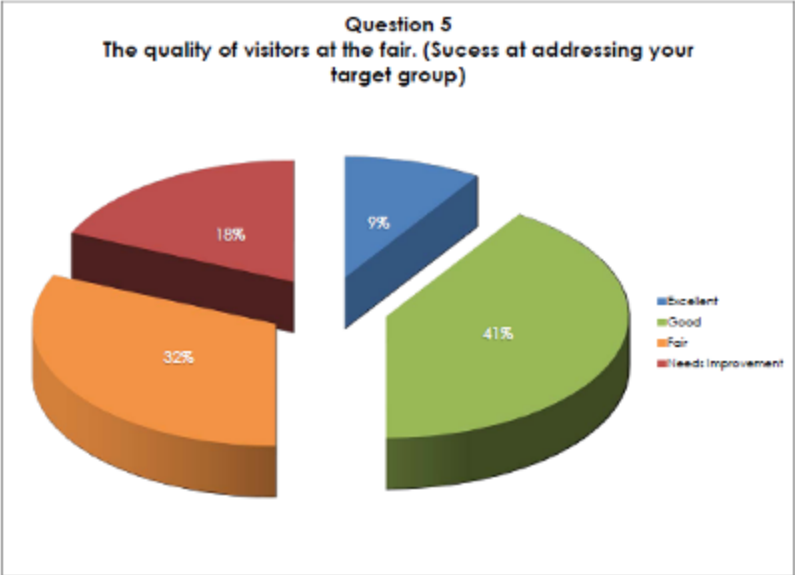
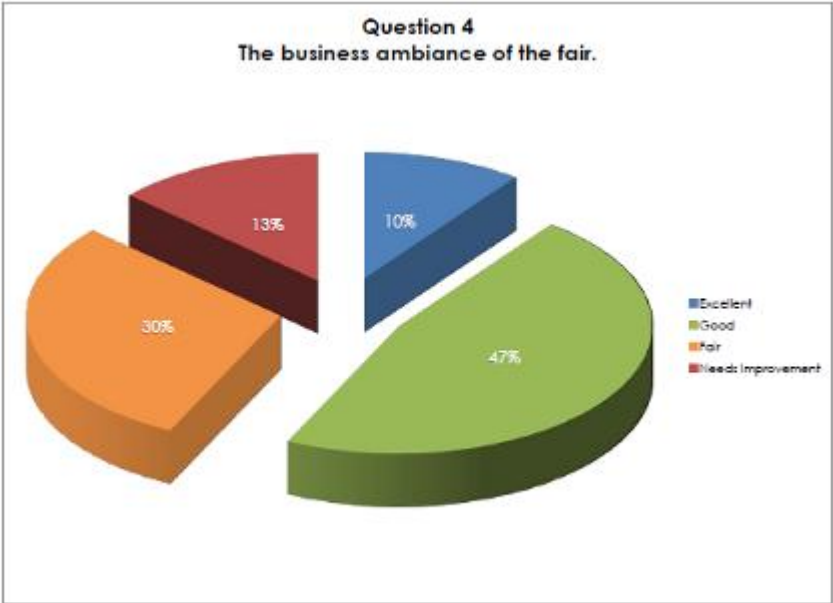


Question 2
Overall Exhibition Layout

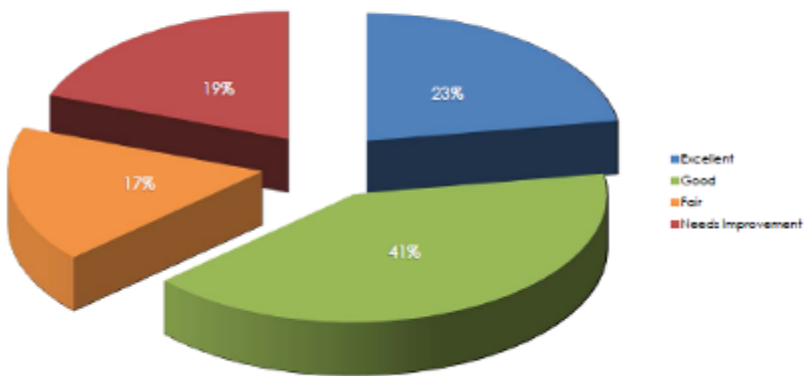


Question 3
The Concurrent Events (Seminars, Product Launches, Releases, etc.)

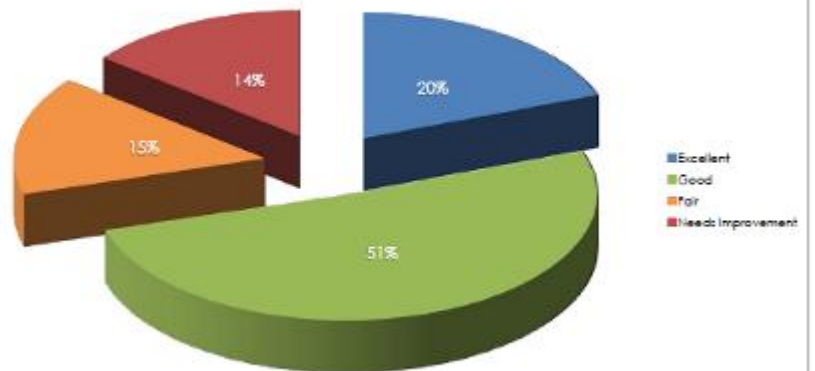




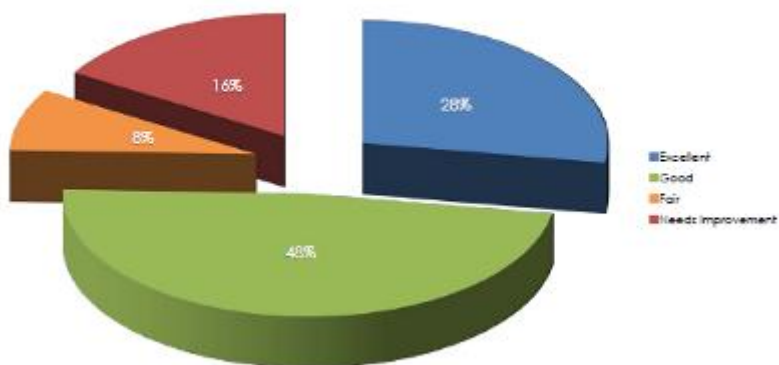
Question 7
The information about the fair from the website.
(www.indianshoefederation.in)

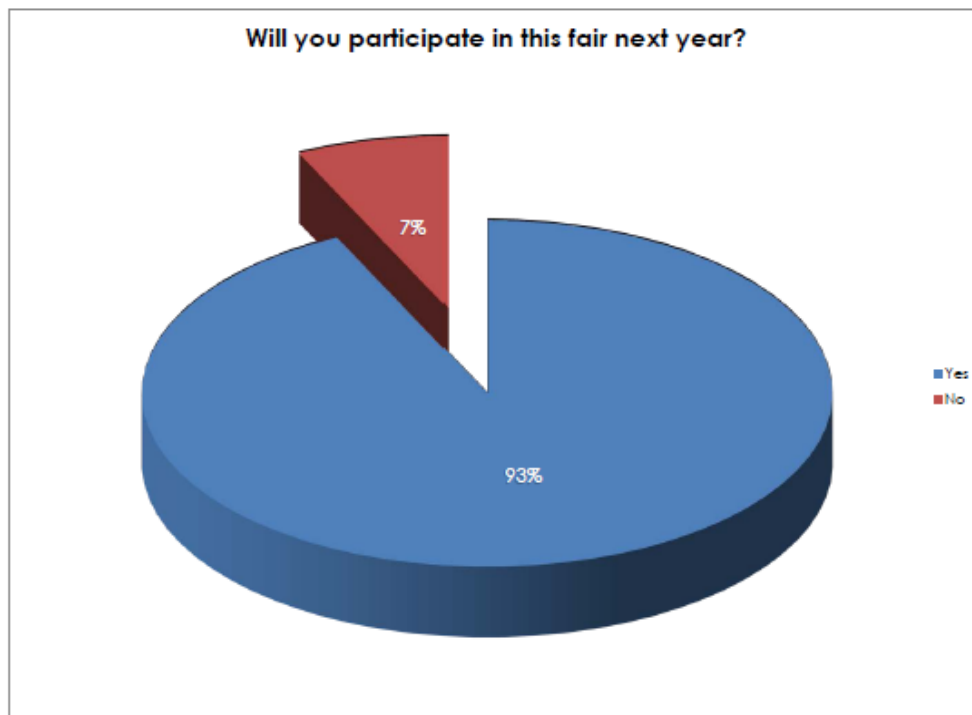


Question 8
Communication from ISF/IFCOMA



Question 9
The facilities (Water, Toilets, Overall Cleanliness, etc.)





**To debate, discuss and plan and showcase our strengths,
Ambur Open 2 was OUR WINDOW to the niche Global Leather world.**

Florence Nightingale once said, "People with goals succeed because they know where they're going" and the ISF and IFCOMA certainly know where they were going as is evidenced by the efficient piloting of the Ambur Open 2 which has helped Ambur – the pride of the Indian leather Industry leap frog to global prominence.

For more information, please log on to www.indianshoefederation.in