

PRESS RELEASE:

Exclusive show for Non - Leather footwear by the Kerala Footwear Manufacturers Association held in Dubai

An exclusive event to showcase non leather footwear by the Kerala Footwear Manufacturers Association organized by the Council for Leather Exports (under the Ministry of Commerce, Govt. of India), Kerala State Small Industries Association- KSSIA, Confederation of Indian Footwear Industries CIFI, Footwear Design & Development Centre, Calicut – FDDC in association with the Indian Embassy & Consulate in UAE and hosted by the India Trade and Exhibition Centre m.e. was held at the Traders Hotel in Dubai.

The 1 Day Buyer seller meet was inaugurated by **HE Shri Anurag Bhushan, Consul General of India, Shri R Ramesh Kumar, IAS, Executive Director, Council for Leather Exports and Ms. Sripriyaa Kumaria, Director General ITEC m.e.**

Inaugurating the show **HE Shri Anurag Bhushan** mentioned that the footwear industry is expanding at a rate of 25% annually, is poised to become a key player in Kerala's growth story which has further growth prospects for exports and this event has been organized under the auspices of Indian Consulate and with the support of ITEC m.e. to tap the lucrative UAE and GCC Market and to connect the wholesalers and retailers of this sector.

Speaking at the inauguration of the event which showcases Kerala's finest non leather Footwear, **Mr. R. Ramesh Kumar, IAS, Executive Director, Council of Leather Exports** mentioned that Kerala is a leading hub of high quality poly urethane footwear in India and UAE has a huge market for non leather footwear especially sports shoes. He also mentioned that the council plans to organize the second ediexclusive buyer seller meet showcasing leather, footwear, bags, leather accessories, garments, saddlery and unfinished leather products in December 2015 in Dubai. He also mentioned that leather being one of the focus sectors' for exports, CLE will concentrate more in the UAE/ GCC market in the coming years to promote CLE and its member companies in this region.

Speaking at the inaugural **Ms. Sripriyaa Kumaria** Director General ITEC m.e. mentioned that the non leather foot wear accounts to about 52% of the total demand of footwear in UAE which is one of the key drivers for ITECm.e. to support this event. The UAE footwear industry is worth approximately AED 1.3 billion and the footwear industry in general in UAE grew steadily at an impressive average rate of almost 14% per year. This is the 2nd year in a row that such a show is being organised to show case non leather foot wear exclusively in UAE.

Nearly 20 leading brands namely Crystal, Fisher, Grippio, Paragon, Hywalk, Jogger, Lunars, Leeds, Mark, Nexo, Shalimar, Stylo, Sincere, Teens, VKC, Win heels showcased their footwear collection and the leading innovation of their products.

Over 140 brands / companies from UAE attended the event which includes major buyers and industry leaders such as EMKE Group, Apparel Group, Paris Gallery, Safeer Group, Choithram, Al Madina Supermarket, Al Maya Group etc.

It should be noted that India's export of non-leather footwear has increased from US\$ 46.02 million in 2007-08 to US\$ 80.27 million in 2011-12

Kerala Footwear industry in particular has moved on to become a Rs 700 crore sector, producing good quality and low priced range products to gain a prominent place in the domestic and international markets. With nearly 100 manufacturing units and roughly 500 ancillary units within a radius of 30-40 km, Kozhikode now churns out close to a third of India's non-leather footwear output.

There has been a 50 per cent annual growth in footwear manufacturing in Kozhikode in the past few years," said Mr. V. Noushad, VP of the Confederation of Indian Footwear Industry and MD of VKC, a footwear firm with a turnover of Rs- 890 crore. Manufacturers now talk of the global market, international designs and Italian and Taiwanese machinery.

He also mentioned that India produces 2065 million pairs of different categories of footwear out of which non-leather footwear - 1056 million pairs. However 95% of the production gets consumed in domestic markets.

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