

Ambur OPEN 2010  
POST SHOW  
**REPORT**

**“ISF-IFCOMA Exhibition of Footwear Components, Accessories & Finished Leather”**  
24-25 July 2010, Ambur Trade Centre, Ambur, Tamilnadu

## “A Grand Debut” in Ambur!



### **STANDING TALL**

Under the aegis of the ASIDE programme of the Commerce Ministry, the **Council for Leather Exports (CLE)** has supported the leather/ leather products cluster in “Ranipet-Melvisharam-Vellore-Pernambut-Ambur-Vaniyambadi” belt through the **Ambur Economic Development Organization (AEDOL)** to set-up a ‘world-class’ Trade Centre with an Exhibition Hall as well as a Convention Hall in the heart of the cluster – AMBUR. **AEDOL** (Ambur Economic Development organization Limited) helps cherish this dream by presenting the state-of-the-art “**Trade Centre**” in Ambur to ISF & IFCOMA to hold a first such exhibition in Ambur!

The Ambur Open 2010 was a historic fair in many ways. It was a fair of many firsts : It was the first time that a fair of such magnitude was being held in Ambur; it was the first time that a fair was being held at the majestic Ambur Trade Centre; it was the first time that ISF and IFCOMA were holding their Footwear Components and Accessories exhibition outside Chennai; it was the first time that Finished Leather was also being exhibited vide an expanded scope for the exhibition; it was the first time that AEDOL and the local associations were jointly organizing a fair of such huge proportions along with ISF and IFCOMA; it was the first time that a world class testing facility was being inaugurated; it was for the first time that a fair was being organized in the heart of a manufacturing cluster....

**It was indeed the culmination of the dreams of the visionaries who gave shape and nurtured the dreams to fruition.**

- Held for the first time in Ambur
- Historic opening of Ambur Trade Centre
- Eager buyers and eager exhibitors
- Over 7500 business visitors
- Business worth Rs 100 crores transcated
- Finished leather segment introduced for the first time.
- Pan-India presence of exhibitors & visitors
- Feedback is positive
- Excellent business ambience

## Exhibition vignettes



- **Total Area : 1200 sq.m.**
- **Number of Exhibitors : 120**  
from Ambur, Chennai, Ranipet, New Delhi, Vaniyambadi, Kolkata, Noida, Pernambut, Faridabad, Vellore, Agra, Gurgaon and Mumbai.
- **Number of Business Visitors: 7500**
- **Exhibitors Profile:**  
The exhibitors displayed a comprehensive range of products which included:
  - Insoles ,footbeds
  - Finished leathers
  - Labels, rubber logo, Embossed logo
  - Machines, spare parts
  - sole leather bends
  - TPCS- ERP software
  - Computerised weaves, printed labels & tapes
  - Insole boards, Toe Counter sheets
  - Rubber, PU, Epoxy Adhesives
  - Leather Board, Stiffners, Shanks, Safety Steel Mid Soles.
  - TPR injected Leather Soles, Heel Insoles & Moulded Counters, welt
  - EVA, Socks, cup insoles, Fabric footbeds, sheets
  - Plastic Shoe Last
  - Shoe interlinings
  - Elastic Tapes
  - PU, TPR, Rubber Soles, sheets, Heels
  - Buckle, eyelets, rivets, trims, Insoles sheets
  - Laminated, Knitted, cotton Fabrics, lining & Interlinings
  - PU Soles and Footbeds
  - TPR/TPU/PVC shoe shades
  - Non woven materials
  - Shoe Boxes/ Tags/tissue paper
  - Shoe machinery spares
  - shoe finishing chemicals and components
  - Textile laminated fabrics, fusible interlinings
  - Adhesives, edge colours, leather varnishes, pigments
  - Wetblue Cow/Buff & Dyed Crust
  - Cutting/ Clicking Dies
  - Moulds, wooden models, soles
  - Brand printing machines
  - Rotary screw compressor
  - freight forwarding service
  - micropak sticker, measuring hanger
  - Leather & products Testing services
  - hook and loop tape fasteners
  - TPR/TPU/GPU/PVC Soles & Leather Injection Casters
  - Self adhesive tapes/Fashion Bands/ Sewing & Hand Stitching Threads etc
  - Shoe Tacks, Nails, Insole Tacks, Brass Nails
  - Drum pumps, stirrer, air motors
  - Sewing Machines
  - Machines/Leather

# I N A U G U R A T I O N



WELL ATTENDED!



**Mr M Rafeeqe Ahmed, Chairman, AEDOL** welcomed the distinguished dignitaries, the exhibitors and all attendees. He traced the origins of AEDOL – the Ambur Economic Development Organization Limited which was set up primarily to face the challenges posed by the strict norms for Environment Compliance especially with regard to waste water treatment and sludge disposal. At this juncture he thanked UNIDO and CLRI for ensuring zero discharge norm compliance through a system patented by CLRI.



He waxed eloquent about the Ambur Trade Centre and said that it was a state-of-the-art building with 40000 sq.ft. floor space with advanced facilities like the TUV Testing Laboratory. He thanked the IL&FS, Government of India and the Government of Tamilnadu for their help and support in setting up the Ambur Trade Centre. He also thanked the Chief Minister and the Deputy Chief Minister for their attention and help to the Leather Industry.

He then welcomed Mr MM Hashim, the President of the inaugural programme and complimented him for his vision and foresight in successfully tackling the environment problem.

Outlining the fine performance of the Ambur belt in the area of Leather and Leather Product exports he gave statistics of the export growth and the employment figures of this industry. He also highlighted the benefits accruing to the economy of the region through this industry and went on to announce that Ambur has been declared as a "Town of Export Excellence" by the Indian Government and this would assure additional focus, support and incentives which would eventually lead to the Ambur region achieving a huge export target.

Highlighting the salient features of the Ambur Open, Mr Rafeeqe Ahmed said that this was the largest gathering in this region and the major objective was to tap the unexplored business opportunities of this region.

He thanked the Council for Leather Exports for agreeing to hold the meeting of their Committee of Administration (COA) at the Ambur Trade Centre and also for their assistance through the ASIDE programme for setting up the Ambur Trade Centre.

He thanked the District Collector of the Vellore District, Thiru C Rajendran, IAS, for agreeing to come and release the book on the 'History of the Leather Industry in the Vellore Region". He also took the opportunity to thank Mr Nari Abrar Ahmed, the author of the book for his untiring efforts and meticulous research for the book; Nawab Shaukath for his Urdu Couplets which added flavor to the book; ISF and IFCOMA for agreeing to organize the exhibition in Ambur; CLRI Team for their help and support in the planning and organization of the fair and the FIEO team for the management seminars.

Mr Rafeeqe Ahmed also announced the setting up of an 'Inland Container Terminal' in Ambur for doing direct exports from Ambur and also announced the setting up of the TUV Sud laboratory in the Ambur Trade Centre premises.

He also welcomed Mr K Alauddin, the Principal Secretary, Government of Tamilnadu and the Chief Guest for the function warmly.

He thanked all his team and the local associations for strengthening his hands to realize the dream of setting up the grand Ambur Trade Centre so successfully.

**Mr M Mohamed Hashim, Chairman, Indian Leather Industry Foundation (ILIFO) and Chairman, KH Group;** while welcoming all to the function he singled out Mr M Rafeeqe Ahmed, Chairman of AEDOL for praise, especially for his sterling leadership and determination in setting up the Ambur Trade Centre. He also complimented him for making Ambur a 'Town of export excellence'. According to him this would not only benefit Ambur but also the region. He also praised ISF and IFCOMA for deciding to conduct their exhibition in Ambur.



He acknowledged the interest and effort of Mr C Rajendran, District Collector of Vellore District in helping the leather industry in the region.

He also announced that the zero discharge norms achievement is not far away and the industry should celebrate this landmark achievement in a big way.

Finally, he thanked the organizers for inviting him to preside over the function and he said that he was humbled by the honour bestowed on him.

**Mr PV Gopalakrishna Bachi, President of the Indian Shoe Federation** said that he was proud to present the 5<sup>th</sup> edition of the ISF-IFCOMA exhibition of Footwear Components, Accessories and Finished Leather. It was a privilege to be at the helm and work in partnership with IFCOMA and AEDOL to organize this exhibition right in the midst of the manufacturing industry in this region.

The President of ISF said that the industry was on the threshold of a major leap forward as the developments of the world markets makes India the 'most preferred destination' and the 'most viable option' vis-à-vis the shift of the leather and leather Products manufacturing.



He added that he was very happy to welcome the Chief Guest and the local representatives, who have been witness to the growth of this region and the leather industry's contribution to the growth of this region. The employment generated by this industry has been a boon to this region especially for the underprivileged and the women.

However to maximize the potential and take full benefit of the competitive advantages of this region, Mr Bachi felt that we must define appropriate plans which would enable the exporters to effectively build on the present and manage the future. For this, the support and helping hand of the government was required especially in times of adversity such as now, where the industry was currently facing setbacks due to the volatility in the currency fluctuations.

Tracing the origins of the leather industry he said the this industry was started by their great grandfathers and the region owes a significant part of its prosperity to the development of this industry. To further flourish and help the future generations the support from the Governemnt was vital for long term sustainability. The growth of the region, the state and the country is hugely benefitted if we ensure rewarding success for this industry in today's fiercely competitive global market. He opined that they were confident of the requisite support and looked forward to a mutually beneficial relationship.

Dwelling on the fair highlights, Mr Bachi said that the Ambur Open provided a trade and networking platform showcasing the very best of leather, components and technology in the leather and leather products sector. As the name suggests the 'Ambur Open' is truly an O P E N fair as it opens all doors and spans across all the product categories from Leather to Components to finished products – for the first time in Ambur.

He said that any major success is the outcome of synergistic efforts and a team effort is essential to ensure long lasting success. A classic example to emulate would be the case of the manufacture of the 'TATA NANO' car. The success it obtained was due to the total focus and commitment of all the vendors, ancillary developers, component manufacturers and the TATA management to develop a top quality product. The footwear component industry and the Footwear industry must work hand in hand and work cohesively to plan and build a quality leather product. Fairs such as the Ambur Open are a step in this direction.

**Mr BD Bhaiya, President of the Indian Footwear Component Manufacturers Association (IFCOMA)** was effusive in his praise of Mr M Rafeeqe Ahmed and his team and said that this amazing and unbelievable feat at Ambur was achieved only through their sheer grit and determination. He also complimented them for agreeing to host the ISF-IFCOMA exhibition right in the heart of the manufacturing sector in Ambur. According to him the Ambur Trade Centre was a feather in the cap of Leather Industry situated at South India.



Giving details of the Footwear component industry, Mr Bhaiya said that the contribution of Components to the cost of a shoe is almost 40% apart from leather. According to him the footwear component industry can safely be valued at approximately Rs.10,000 crores at present and will grow in pace with the growth of the footwear industry.

He elaborated that India today has state of art manufacturing facilities and a vibrant support industry manufacturing components & accessories for the finished products requirements for all sectors of the leather industry. He said that he was very proud to say that from an importing country of components we are now exporting our products to various countries in the world.

Mr Bhaiya said that with the quality and price competitiveness that has been proven, he was confident that India would fast become a major player in the global footwear market, as more and more companies are shifting their sourcing needs as well as production bases towards us. He shared the news that the component industry already had lots of Joint Ventures in this sector from Italy, Brazil, Spain, Germany, Taiwan, and more were in the pipeline to meet the challenges and keep apace with the development.

The exhibition, AMBUR OPEN, organized by Indian Footwear Component Manufacturers Association and Indian Shoe Federation jointly was an ideal platform for the leather industry where manufacturers and importers from all over the world converge and discuss about the business for their sourcing needs from India, or even sit across for future Joint Ventures. He wished the Trade Centre well and was confident of the success of the AMBUR OPEN.

**Mr Habib Hussain, Chairman of the Council for Leather Exports** then began his Special Address by describing the Ambur Trade Centre as the realization of a beautiful dream into reality and the vision of one man i.e Mr M Rafeeqe Ahmed and his team. He said that this showed the remarkability of what one can achieve through vision, detailed planning and execution. He said that the most interesting feature of the team at work in Ambur was that it was a mix of generations and this was very inspiring.



He stressed that Infrastructure was required for the industry to grow and the Government had a big role to play especially in the SME sector. This sector was important because of the employment potential of the industry with 2.5 million employees with a capacity of adding more than a million more in the near future.

Pointing to some of the lacunae in the system he said that there was an acute shortage of labour especially of trained labour because it was only through them that planning, systems and productivity could be implemented for the growth of the industry.

He also touched upon the Euro crisis facing the industry and said that the industry can tide over this also with a little help from the Government.

He complimented the entrepreneurs of the region and said that 35% of the exports from India were from Tamilnadu and urged them to continue to maintain this leadership. He also pointed out that the industry in this region had set an example by complying with the environmental norms and requested the Tamilnadu government for continued support for the further growth of this industry.

**Mr Niranjan Nadkarni, CEO of TUV Sud, South Asia** traced the history of this company and said that they were the leaders in Testing, Certification, Inspection and Training.

He also applauded the efforts of Mr Rafeeqe Ahmed and his team for setting up the Ambur Trade Centre and for agreeing TUV to set up a lab in their premises.

He urged the industry members to visit his lab and said that this lab in Ambur would be a one stop solution for all physical and chemical testing needs of the industry.



**Mr C Rajendran, District Collector, Vellore District** then addressed the gathering. He said that the Ambur Trade centre was marvelous and it had world class facilities.

He said that it would be a boon for the entire district.

He acknowledged the dominant role played by the state in the area of Leather and Leather product exports and assured every possible help to further the growth of this sector in the state.

He also promised to expedite the setting up of CETP's in the state.

The **Chief Guest, Mr K Alauddin, Principal Secretary, Government of Tamilnadu** thanked the organizers for inviting him to this important landmark event. He complimented Mr M Rafeeqe Ahmed on his speed of implementing projects and also for pioneering the growth of the leather sector throughout the country. According to Mr Alauddin, it was Devotion, Dedication and Perfection that made men like Mr Rafeeqe Ahmed and Mr Mohamed Hashim stand out as visionary leaders.

He also expressed great satisfaction that the Ambur Trade Centre was a tripartite effort between the Government of India, Government of Tamilnadu and the leather Industry and he complimented the industry for taking up this initiative.

He said that the locational advantages of the Ambur Trade Centre, situated as it was on the National highway was a great boon and this centre would cater to the entire leather belt from Ranipet to Pernambut.



He also acknowledged the contribution of this industry in generating large scale employment and for their role in poverty elimination in this region. He wished the industry well and hoped that they would double their export targets soon and as a Principal Secretary in the Government he assured that he would respond positively to the requests received from this industry.

He wished the event a grand success.

The local representatives included **Thiru Abdul Basith**, Honorable Member of Legislative Assembly; **Thiru R Gandhi**, Honorable Member of the Legislative Assembly, **Thiru Mohamed Saghi**, Honourable former Member of Parliament, **Thiru Chinnaswamy** and **Thiru Abdul Rahman**, Honourable Member of Parliament. All of them were effusive in their praise for the leather industry of the region and the leadership of the industry captains. They wished the Ambur Trade Centre well and wished the Ambur Open all success.

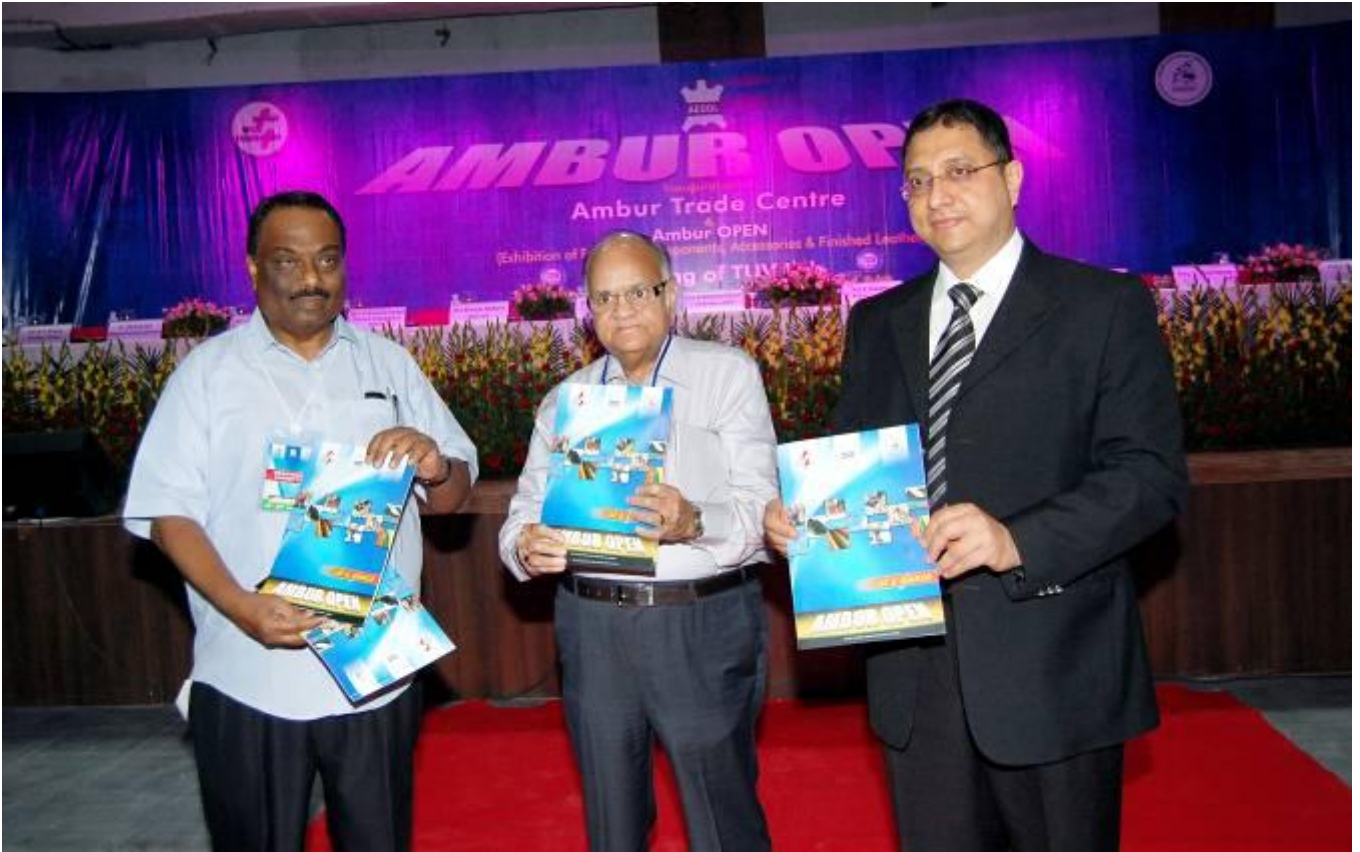
**Mr N Mohamed Sayeed, General Secretary of AEDOL** said that it was a joyful day for Ambur and the Ambur Open and the Ambur Trade Centre would ensure that Ambur would become a preferred destination for sourcing of leather and leather products.

He placed on record his appreciation of the zeal and enlightened vision of Mr M Rafeeqe Ahmed. He also thanked all of those who attended the function and also for their support to the industry.

He thanked CLE, ISF, IFCOMA and other supporting associations and Institutes for the successful staging of the Ambur Open.

He concluded by saying that Ambur OPEN provided an enabling business ambience and invited all to enjoy the experience.

# Ambur OPEN – at a glance!



A compendium of facts, pre-exhibition events, uniqueness of the fair and other associated events of Ambur OPEN were chronicled and documented aesthetically in an eye pleasing newsletter aptly called 'Ambur OPEN-at a glance.' The news letter was released by Mr m Rafeeqe Ahmed, Chairman,AEDOL and copies presented to Mr Niranjnan Nadkarnai, CEO, TUV-SUD & Mr BD Bhaiya, President, IFCOMA.

## FEEDBACK

Very Positive and encouraging

Excellent organizing and good infrastructure. This is a Boon for participants and visitors.

Excellent Venue with regard to proximity of Shoe manufacturing hub which ensures very good business interactions.

Show was very successful. Very good exposure to medium scale manufacturers. Response was great.

Excellent event and hope it continues here in the future also.

Very good platform to meet prospective clients and conduct business.

Excellent opportunity for showcasing entire range and new developments to potential customers.

**TUV - SUD lab inaugurated**



TUV SUD, which is a reputed Organisation in Testing, Inspection and Certification Services for Leather, Leather Goods and Footwear and have got number of Internationally accredited Testing Centres throughout the world have set up an International Class Testing Centre in the Ambur Trade Centre. This laboratory was also inaugurated during the Ambur Open By Thiru K Alauddin, Principal Secretary, Government of Tamilnadu.

**THE MEN WHO SAW TOMORROW**



One of the highlights of the Inaugural ceremony was the **screening of a short film** that elegantly captured the landmark contributions of the legends and highlighted the strengths, character, traits and philanthropic activities of these great men who led the industry with great distinction – A historical perspective and the contemporary content make this film a delight to watch.

A Book titled “**The History and Evolution of the Leather Industry in Vellore District**” was released by Thiru C Rajendran, District Collector, Vellore District.

The first copies were handed over to **Mr M Mohamed Hashim, Chairman, ILIFO** and **Mr D Chandramouli, Director Grade Scientist, CLRI**.



**3D Shoe Design Course launched!**  
an ISF-UNIDO-CLRI-CLE endeavour



Launch of next level of Shoe Design Training Programme  
**“Understanding Shoe Design” - the 3D way!**

was carried out at the CLRI pavilion at the Ambur Trade Centre on Saturday, 24 July 2010. The course brochure was formally launched by Mr PV Gopalakrishna Bachi, President, ISF in the presence of Mr D Chandramouli, Director Grade Scientist, CLRI and Mr Hemant Verma, Cluster Development-Senior Expert, UNIDO.

The **132<sup>nd</sup> meeting of the Committee of Administration (COA) of the Council for Leather Exports** was also held to coincide with the inauguration of the Ambur Trade Centre and the Ambur Open. The COA members from all over the country participated.



## Display of NISSAN Cars



Adding excitement to the Ambur Open was the display of the top 3 models of NISSAN – the newly launched MICRA, the TEANA and the x-Trail, which drew an enthusiastic response from the visitors to the exhibition.

## Seminars @ Ambur OPEN



During the Exhibition, ISF and IFCOMA organized informative seminars which gave participants a value added opportunity to be enlightened. The four seminars held during Ambur OPEN were presented by:

1. M/s SkiCorp on 'Water-based adhesives.'
2. M/s BASF India Limited on 'New Developments.'
3. M/s TUV-SUD on 'Footprints in Leather.'
4. M/s FIEO on 'Building business values with key customers.'

## ISF Dinner



A perfect way to socialize after a hectic day ... the ISF dinner was hosted by the President, Indian Shoe Federation. The evening programme provided a rich cultural fare to the participants with the staging of Humourous skits and poems. This was enjoyed by all the participants at the dinner. The evening concluded with the Dinner which included the choicest of the local delicacies. The participants were treated to sumptuous food delicacies courtesy Fisherman's Fare who displayed their excellent culinary skills.

They presented a fine dining experience of multi-cuisine specialities which was thoroughly enjoyed by all.

Café Coffee Day- India's favourite coffee shop, was also set up at the Ambur Open, where the participants and visitors could unwind with the choicest beverages and small eats.

**You may also view the REPORT & the PHOTO-GALLERY exclusively available on**

**[www.indianshoefederation.in](http://www.indianshoefederation.in)**