

As part of the Annual Action Plan approved by Dept. of Commerce, Ministry of Commerce, & Industry, Govt of India, for the financial year 2011-12, the Council proposes to **organize a Two-Day Reverse Buyer-Seller Meet for Leather & Leather Products in CHENNAI during January 30 & 31, 2012.**

The basic objective for organizing the Reverse BSM by inviting potential overseas buyers is to promote the capabilities & developments of Indian Leather & Leather Products Industry as a major sourcing destination and facilitate B2B meetings between Indian Exporters and overseas buyers for sourcing leather products from India, establishing marketing tie-ups and exploring business collaborations and joint venture agreements.

The Salient Features of the Two-Day Reverse Buyer-Seller Meet would be as follows:

- The BSM will be a Two-Day Event (10.00 am to 6.00 pm)
- **The BSM will be held in Fisherman's Cove – Kovalam Beach**
- The BSM Event will have a participation of **40-45 Manufacturers / Exporters of Leather & Leather Products on all India basis** displaying latest product designs & collection of (finished leather, leather footwear, footwear components, leather garments, leather goods & accessories, leather gloves, etc).

In this background, we would like to provide the following details for your kind information:

- The Indian leather sector, a USD 7.5 billion industry provides employment to a near 2.5 million workforce of which 30 per cent are women. The Indian leather industry has witnessed substantial growth in recent years with exports touching US\$ 3.85 bn in 2010-11. The Indian Leather Sector is fast emerging as a major global player for finished quality leather products with leading international brands sourcing from leather and leather product from India. About 15% global sourcing is done from India in footwear, leather garments, leather goods and accessories by leading international brands like Pierre Cardin, Versace, NEXT, Tommy Hilfiger, Florsheim, Clarks, K Shoes, DKNY, Liz Claiborne, Guess, Walmart etc.
- **The Council has targeted to invite a maximum of 30 Potential overseas Buyers/ Importers** of leather & leather product from around the world by providing hospitality to participate in the Buyer-Seller Meet and hold business meetings with Indian Exhibitors.
- Hence, we seek your support and we request you to kindly suggest **names of ONLY TWO / THREE POTENTIAL BUYERS, who are serious to source Leather & Leather products including (Footwear, Leather Garments & Leather Goods & Accessories) from India to enable us invite them to the BSM Event.**
- **A copy of the APPLICATION FORM is attached herewith for your kind information.**

The Council will be pleased to extend hospitality package for the interested business visitors, which includes the following:

- Return Economy-class airfare subject to ceiling limits
- Stay in a Star Category hotel with Bed & Breakfast for two nights
- Airport pickup, local transportation from Hotel to the Exhibition venue

- Long distance call charges, use of Business Center/Health Club, laundry, liquor etc in the Hotel will be borne by the individual Buyers.
- The complimentary hospitality package is offered to only **one Senior Executive per company**.
- **The Complimentary hospitality package will be confirmed only to the Business visitors who has interest to source leather products from India.**

On receipt of your information, the Company profiles of the Oversea Buyers will be evaluated by a Sub-Committee and based on their product of interest and area of interest, we shall consider inviting the Buyer to participate in the Buyer-Seller Meet in Chennai. We look forward to your reply at the earliest.

We kindly request you to forward the attached details to the concerned.

For more details please kindly get in touch with:

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Executive Director

Council for Leather Exports, India

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Council for Leather Exports, India

**Company Profile of the Buyer Visiting Two-Day Reverse Buyer-Seller Meet
in Chennai, India during January 30 & 31, 2012**

Company Name:

Address:

Tel:

Mobile:

Fax:

E-mail:

Website:

Name of the Buyer visiting:

Passport Particulars of the Buyer visiting:

Name as in Passport:

Passport Number:

Date of Issue:

Place of Issue:

Date of Expiry:

Business turnover during (in US \$ Million)	2008	2009	2010
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Type of Business Wholesalers/Distributors Chain Stores Dept Stores
 Retailers
 Others (please specify)

Type of product interested in

Leather Footwear Shoes Boots Sandals Others please specify)

Non-Leather Footwear Shoes Boots Sandals Others(please specify)

Shoe Uppers Men Women Children Others(please specify)

Leather Garments Men Women Children Others(please specify)

Leather Goods/Accessories

Wallets / ladies handbags / bags /pouch / travel-ware / belts / portfolio /
Briefcase / small leather goods /others (Please specify)

Leather Gloves Fashion/fancy Industrial Sports

Finished Leather: Cow Goat Sheep

Present Markets USA UK Germany Italy Spain
 France Others (please specify)

Area of Interest Imports Joint Venture Marketing tie up

Your present countries of Import and Product of Import:

Are you importing from India?

Whether having your own Brand ? If so, provide the name of the Brand ?

Do you have references of Indian companies presently dealing with you ?

What leather products would you like to import from India ?

Your Company incorporated in which year ?

Any Other Specific Interest/Requirement

Signature