

PRESS RELEASE

UNVEILING INDIA'S LEATHER EXPORT POTENTIAL IILF, CHENNAI TO COMMENCE FROM JANUARY 31, 2017

The 32th edition of the India International Leather Fair (IILF) February 01-2-3, 2017, a flagship leather event of the India Trade Promotion Organisation (ITPO) at Chennai Trade Centre, Nandambakkam, Chennai. This year, the theme '**Enabling Leather**' highlights overview of a greener leather sector. Approved by the UFI, the annual Leather Fair accelerates the growth of the industry by way of promoting vendor development, backward and forward linkages, and in exploring marketing opportunities.

Apart from unveiling the export potential of India, IILF aims to project India as investment destination. It aims to promote India as a leading manufacturing destination and as a hub for design and information. India owes a confident and competitive leather sector, which displays a remarkable entrepreneurial energy as well as resilience to beat any challenge. This year, the fair also manifest its commitment to various initiatives taken by the Government such as 'Make in India', 'Digital India', 'Skill India', 'Ease of Doing Business', 'Swachh Bharat' and 'Start up India and Stand up India'.

Covering an area of 10,000 sq. mtrs, IILF 2017 features a wide range of products, machinery and equipment from over 460 companies from India and abroad, while more than 160 exhibitors are taking part from overseas. Significantly, China, France, Germany, Italy and Brazil are setting-up their National Pavilions.

Overseas participation is from Andorra, Australia, Bangladesh, Brazil, China, Colombia, France, Germany, Italy, Lithuania, New Zealand, Portugal, Russia, Saudi Arabia, Sri Lanka, Spain, Switzerland, Taiwan, Thailand, Netherlands, Turkey, UAE and UK.

Significantly, the fair elicited response from major groups including the Federal Ministry for Economic Affairs & Energy of Germany, ASSOMAC (Italy), Wenzhou Donnor Exhibition Group (China), G & F Group (China), CICB (Brazil), SGCP (France), ISF, IFLMEA and IFCOMA.

ITPO is committed to promoting India's brand excellence through adherence to the highest standards of transparency, performance orientation accountability, professionalism, social responsibility and sustainable enrichment of values for all associates as well as stakeholders.

It is hoped that the fair will also remain meaningful in providing new impetus to business transactions, joint ventures and investment opportunities in the country.

IILF 2017 (February 01-03) is being organised by the India Trade Promotion Organisation (ITPO) with the support of apex leather bodies: Council for Leather Exports (CLE), Central

Leather Research Institute (CLRI), Indian Shoe Federation (ISF), Indian Finished Leather Manufacturers & Exporters Association (IFLMEA), Footwear Design & Development Institute (FDDI), Association of Footwear Components and Machinery Manufacturers of India (AFCAMI) and Indian Footwear Component Manufacturers' Association (IFCOMA).

Concurrent with the exhibition, technical seminars, fashion show and Awards function will be held as major attractions to the fair.

Extensive arrangements have been made for convenience of the business visitors at the fair. These include: Business Information Centre, Mobile App, Telephone, STD/ISD, Internet, e-mail, Wi-Fi, VIP lounge, etc.

This year, a large number of business delegations, entrepreneurs and buyers from India and abroad are expected to visit the fair. In 2016 edition, 12,556 registered business visitors from 66 countries visited the fair.

The IILF (February 01-2-3, 2017) will open from 10.00 am to 6.00 pm. The entry fee is Rs.200/- per visitor per day. The sale of tickets will be from 10.00 am to 5.00 pm. on all days at the entrance gate and registration counter at Hall No. 3A. There will be free entry for pre-registered visitors and foreign buyers. There is no free entry for student groups. For more details: **www.indiatradefair.com**.
