

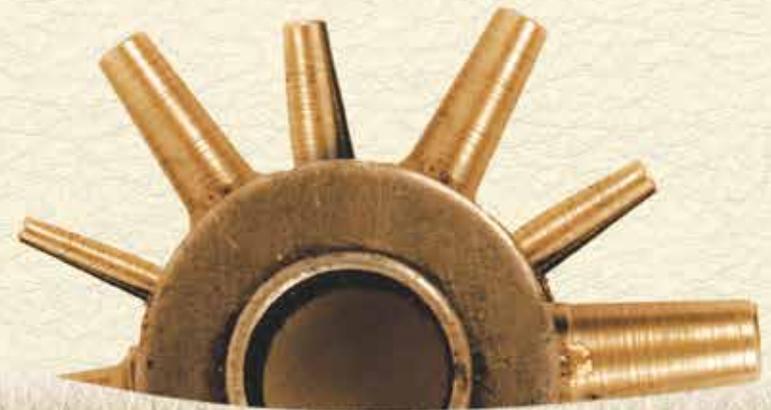
leatherworld

MIDDLE EAST

The Middle East's premier trade show
dedicated to the leather industry

POST SHOW REPORT 2016

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messe frankfurt

Unraveling the regional growth of the leather industry

The second edition of Leatherworld Middle East, the only show of its kind in the region was a success with 2,252 visitors from 62 countries connecting with producers and suppliers representing the entire spectrum of the leather industry.

The leather industry in the GCC is currently worth US\$ 4.6 billion and is expected to experience substantial growth. Based in Dubai, the nerve centre of business in the GCC, Leatherworld Middle East is ideally positioned to cater to the needs of professionals and organisations who wish to grow their businesses and establish themselves in the region and beyond.



We were here for Leatherworld Middle East last year, so we're one of the return exhibitors. We feel this is a good platform for a very targeted visitor base, as you have people who are very focused who come here to look for new styles and to source products from the leather industry. We feel this is one of the few events that is targeted for the industry and being part of Leatherworld Middle East is good for us, we have had a good response and enquiries from buyers and corporate visitors.



Adel Rashid
CEO
Hidesign

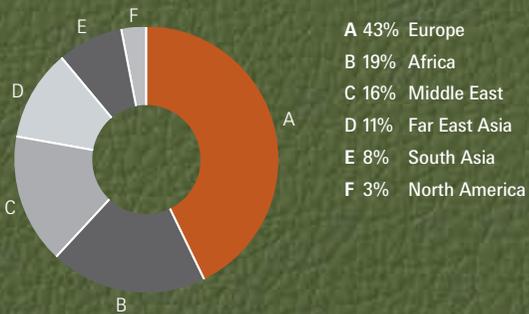


Exhibitor overview

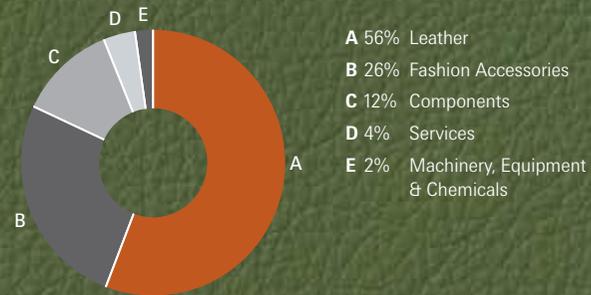
Globally renowned manufacturers and suppliers of leather products and services were in attendance, eager to tap into the burgeoning potential of the Gulf market.



Regional breakdown of exhibitors



Product categories on display (by sqm)



Exhibitor overview

79% of exhibitors said they were satisfied or extremely satisfied with the quality of visitors

82% exhibitors stated that they certainly or possibly will participate at the exhibition in the future



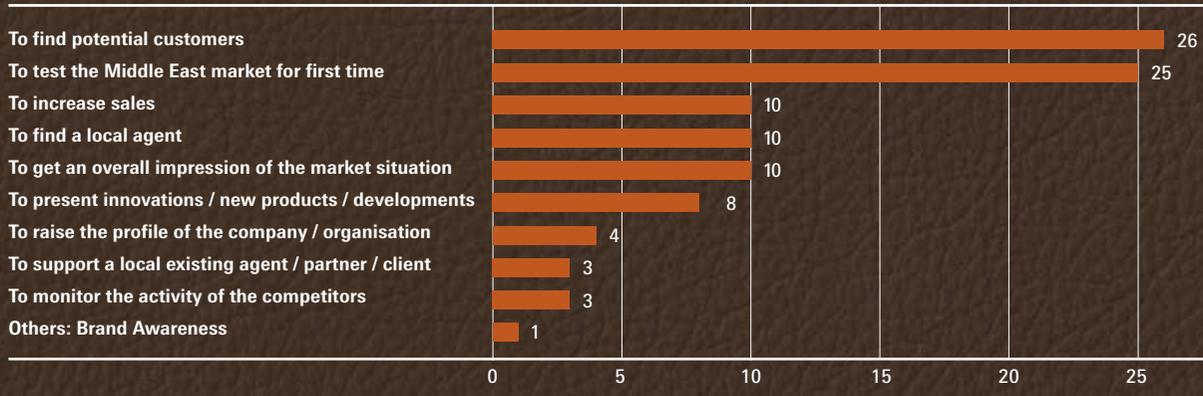
Honestly speaking, this has been one of the best shows we have visited in the past two years. Our response was excellent, every single one of our manufactures had some sort of hit, we have not been quiet for a single moment during these three days. Leatherworld Middle East has been very beneficial for us in entering the market, and there is no doubt we will be back next year with even more exhibitors.

Nerisha Jairaj
Executive Director - South Africa
Footwear & Leather Export Council (SAFLEC)

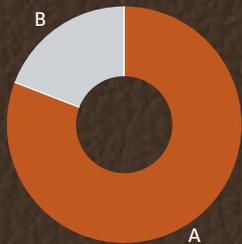


Exhibitors' objectives for participating

(all figures in %)



Overall, how satisfied are you with Leatherworld Middle East 2016?



A 81% Extremely satisfied / Satisfied

B 19% Less satisfied / Dissatisfied

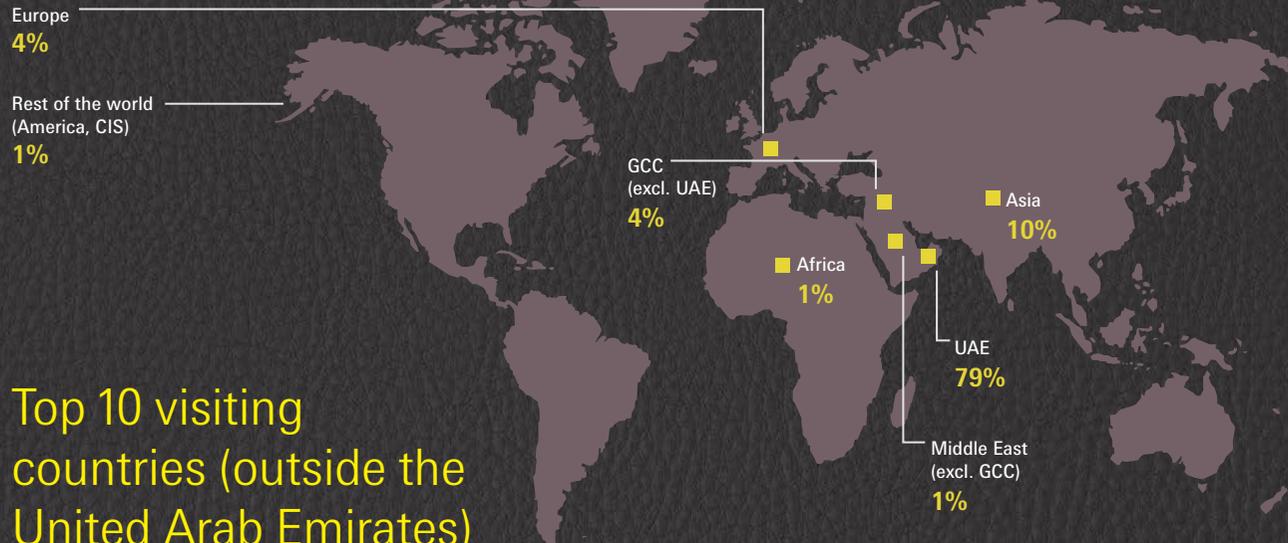


Visitor overview

The second edition of Leatherworld Middle East hosted industry professionals representing the entire value chain of the leather industry in the Gulf and beyond.



Regional breakdown of visitors

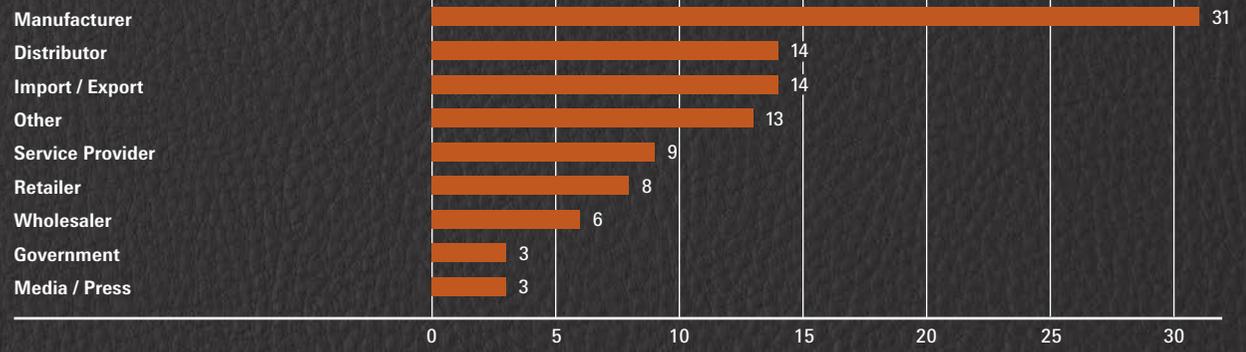


Top 10 visiting countries (outside the United Arab Emirates)

1. India
2. Pakistan
3. Saudi Arabia
4. Turkey
5. Oman
6. Germany
7. Iran
8. Italy
9. Bahrain
10. United Kingdom

Visitors' nature of business

(all figures in % - multiple answers possible)



Visitor overview

➤ 81% of visitors stated that they intend to visit the show again next year



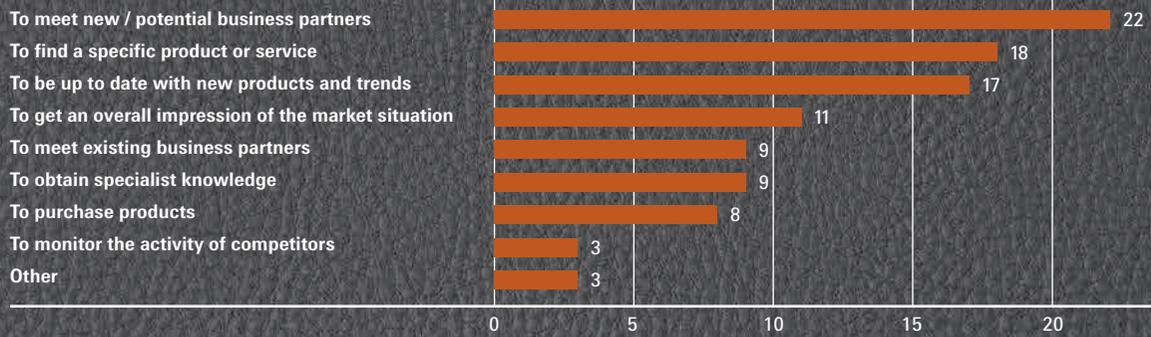
This is the platform which we are looking for to promote our name and brand, Zainab, here in the Middle East and wider region. We are a leather manufacturer from Pakistan for corporate gifts, hotel supplies as well as a range of other finished leather goods and products. Last year we were at Leatherworld Middle East for the launch edition, we are here this year and hopefully again next year, as our response has been good and we are getting quality visitors.

Gulzaib Abbasi
Director, Rex Corp General Trading LLC



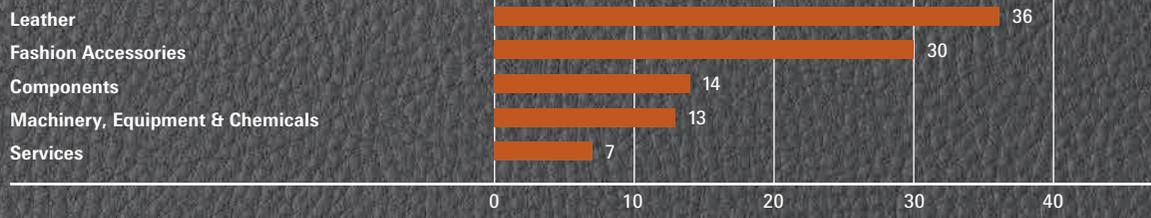
Objectives of trade visitors

(all figures in % - multiple answers possible)

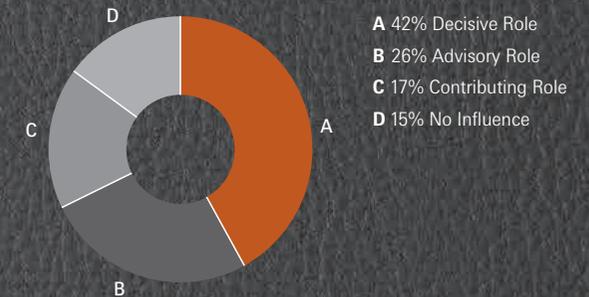


Visitors were looking for the following products

(all figures in %)



Key decision makers at the show



Exciting show highlights at Leatherworld Middle East



Leather Production

The leather production zone is a dedicated area for global tanneries and dealers of semi-finished and finished leather products. Well-known Italian tanneries such as Dani, Conceria Superior and Italhide exhibited side-by-side with UAE's industry leader Al Khaznah Tannery.

A complete range of animal hides, textures and colours were on display to an audience of designers and manufacturers within the industry.



Fashion Avenue

The unique relationship between the leather and fashion industries was brought to the forefront at the Fashion Avenue. ESMOD, the leading global fashion design institute along with local and international designers presented their latest collections of leather garments, accessories and bespoke products to an enthralled audience.



Shoe Box

This section brought together custom footwear manufacturers and mass producers from all over the world under one roof.

Leading regional retailers, distributors, department stores and wholesalers were able to seize the opportunity to source products and diversify their offerings within this crucial segment in the leather industry.



Trend Forum

Themed as an exotic paradise with the ambience of a high-end Parisian leather workshop, the Trend Forum provided the ideal platform for leading Leatherworld Middle East exhibitors to showcase their latest trends and innovations.

Ready-made leather products and accessories from across the globe were exhibited alongside a diverse array of leather colours, textures and types.

Visitors were able to experience first-hand the latest innovations in the industry that will be shaping the future of leather products and services both regionally and internationally.



Designers' Area

The popular Designers' Area attracted a varied mix of visitors who were in search of the finest leather accessories such as wallets, belts, handbags and so much more.

Trade buyers from across the globe were particularly enthused by the collections on display from talented designers spanning a diverse array of leather accessories.



Dani is a tannery in Italy that has been in business for more than 65 years, and we are well-known for our high quality Italian leather. The Middle East region is new for us, and we decided the best way to introduce ourselves to the market was by participating at Leatherworld Middle East. Through last year's show we were introduced to our present consultant and representative, who is helping open the market for us. So far we have had some good customers looking for leather to produce finished goods, furniture, hotel interiors, as well as a lot of footwear and shoe makers.

Michele Belluzzi
Area Manager for Dani



A special thanks to our partners!

We would like to thank the following partners for supporting Leatherworld Middle East and helping in making the second edition of the show a big success:



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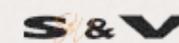
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About the organiser

Company profile

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2015)

Leatherworld Middle East

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About Messe Frankfurt Middle East GmbH

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at

www.messefrankfurtme.com