

leatherworld

MIDDLE EAST

30 April - 02 May, 2017

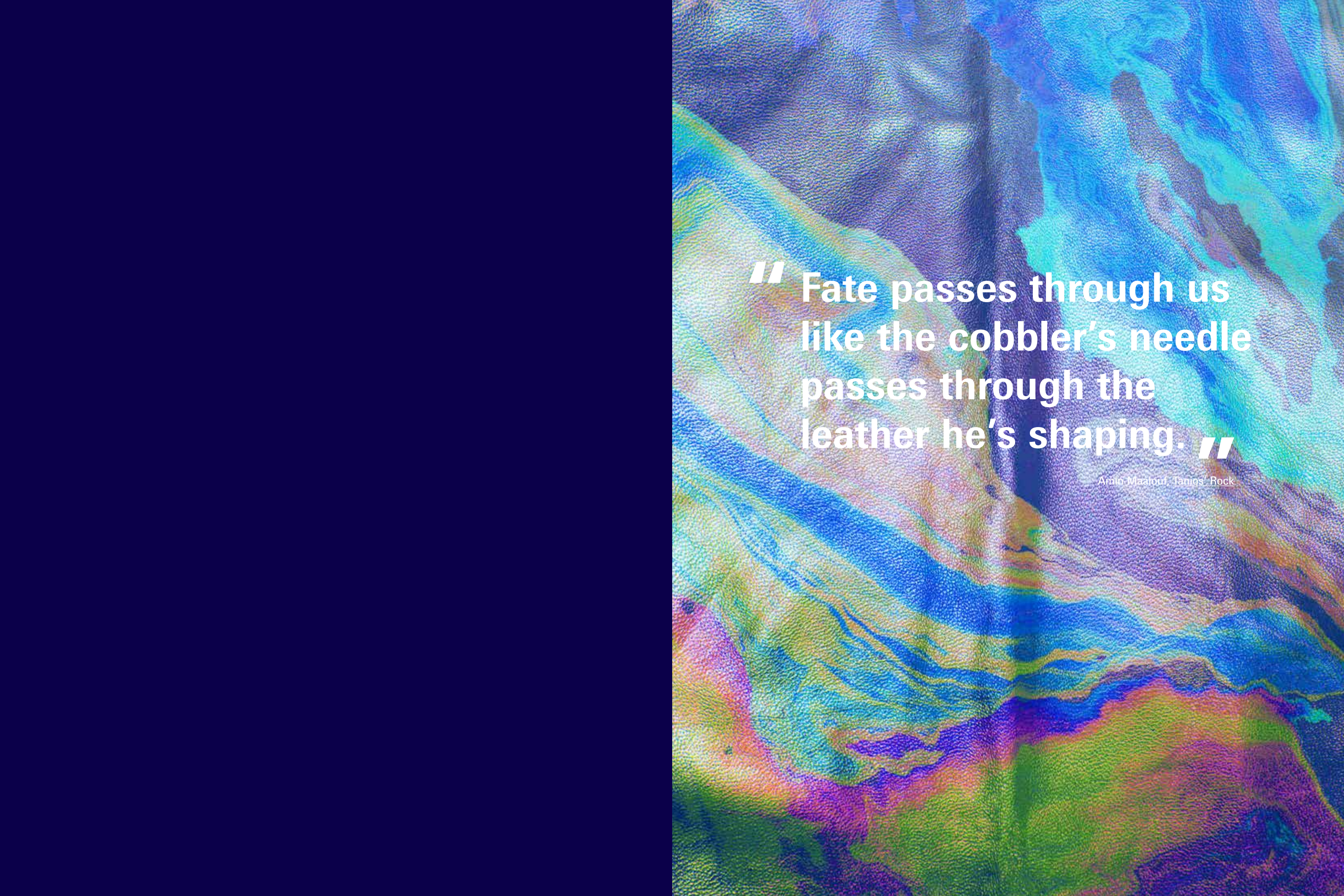
Dubai, United Arab Emirates

leather

the international leather trade fair

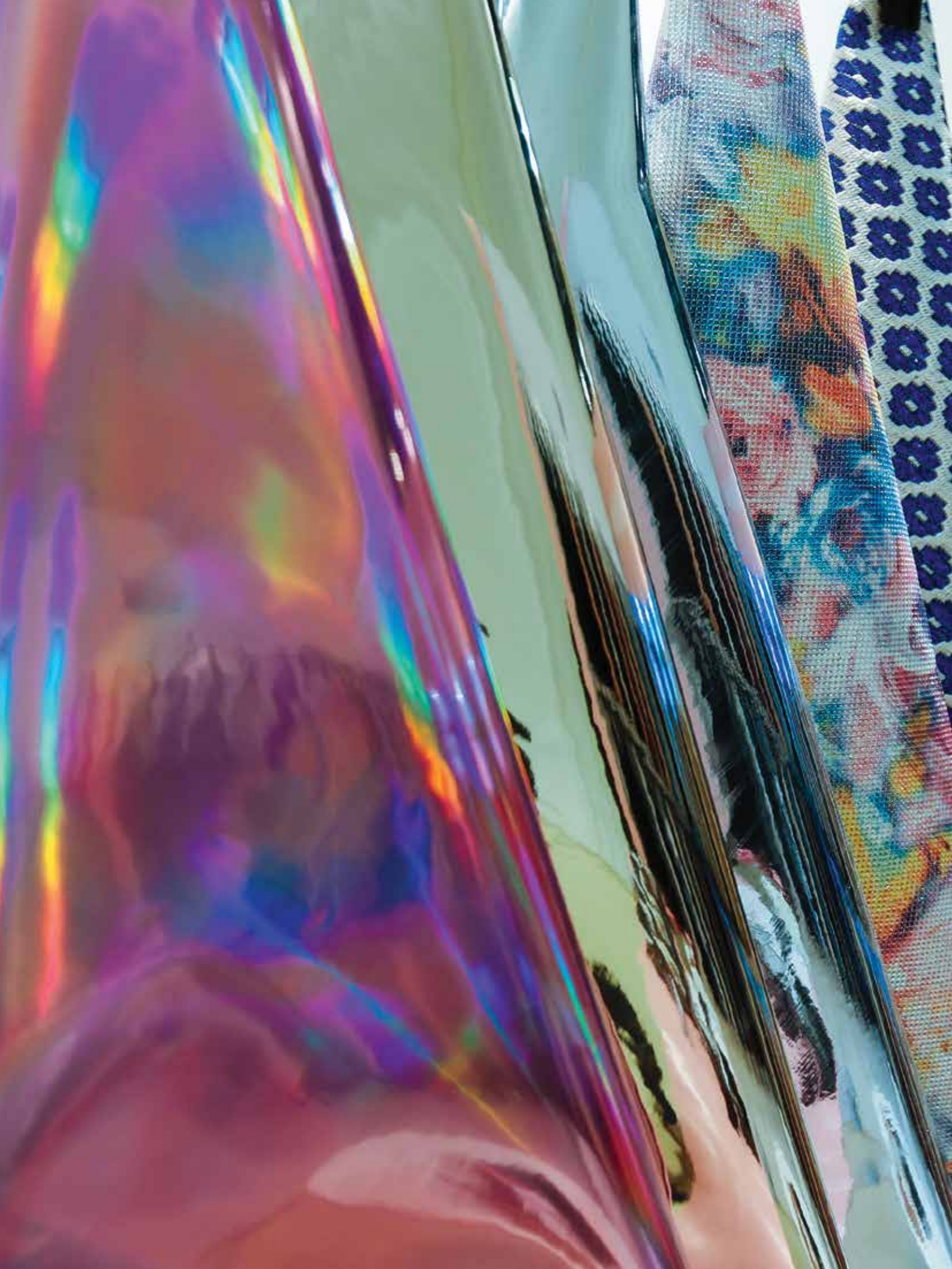


messe frankfurt



**“ Fate passes through us
like the cobbler’s needle
passes through the
leather he’s shaping. ”**

Amin Maalouf, *Tanger's Rock*



(all figures & images from 2016 exhibition)

leatherworld

MIDDLE EAST



the international leather trade fair

Leatherworld Middle East is the wider region's dedicated leather industry trade show, featuring international and local tanneries, designers, suppliers, and manufacturers from around the world.

An exclusive networking platform based in Dubai, **Leatherworld Middle East** is the epicenter of business and fashion, making it ideally positioned to cater to the needs of organisations wishing to grow their businesses in the region and beyond.

The 3rd edition of the annual showcase arrives in 2017 as the regional leather industry remains in good shape; leather trade in the Middle East and North Africa was valued at US\$4.6 billion in 2015, with the Gulf region alone accounting for a 67 per cent share.

No wonder then that 2,252 trade buyers from 62 countries passed through **Leatherworld Middle East 2016**, while over 73 exhibitors from 18 countries showcased their latest wares, from hundreds of variations of animal hides, production machinery and chemicals, to leather handbags, footwear, accessories, and garments.

With luxury the constant underlying theme, **Leatherworld Middle East** invites you to an exquisite moment of discovery and amazing business opportunities in one of the most dynamic world markets; a promise of unique exposure of your brand in the region's only leather event.

OUR PARTNERS





ABOUT OUR VISITORS

2,252 trade
visitors

62 visiting
countries

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

Top 10 visiting countries

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

Visitors' profile

Fashion & Leather Goods Manufacturers, Fashion Accessories Stores, Furniture Stores, Chain Stores, Interior Design Firms, Leather Traders, Luggage & Briefcase Stores, Luxury Stationery Manufacturers, Online Stores, Retailers & Department Stores, Trade Associations / Government Agencies, Upholsterers for Cars, Boats, Yachts, Wholesalers / Distributors,...



(all figures & images from 2016 exhibition)

THEY VISIT US!

Automotive

Al Futtaim, Administration, UAE
Al Marzouqi Auto Upholstery, Managing Director, UAE
Aw Rostamani, Procurement & Logisctics Manager, UAE
Gargash Enterprises LLC, Office Manager, UAE
JUMA AL MAJID EST (HYUNDAI MORORS), Sales Executive, UAE
Special Car Trading, Managing Director, UAE
Specialized and Interactive Systems, Sales Manager, UAE
Swaidan Trading Co., Procurement Manager, UAE
Vehicle Repairing LLC, Manager, UAE
Western Auto, General Manager, UAE
Zain Automobiles, Family Owned Business Partner, Pakistan

Bags

Banox EXIM PVT LTD, Director, India
Ecity, Financial Advisor, UAE
Hyphen Design, Senior Sales Coordinator, UAE
JUKI Middle East, Plant Engineer, UAE
JUKI MIDDLE EAST, Senior Sales Executive, UAE
Mrwad, Managing director, UAE
Mubader, business manager, UAE
O.SO.ME, Chief Design, UAE
o.so.me, company owner, UAE
OHT Leathercrafts, Director Business Development, Pakistan
POPLONCHEMIE, MANAGING DIRECTOR, India
Greenapple Leather Design, Manager, India

Chemicals

Advanced Performance Products FZE, General Manager, UAE
ALF BARIK LEATHERS PVT LTD, REPRESENTATIVE, India
AW&WA Group FZE, Managing Director, UAE
Exir Kala Chemicals, Member of the Board, Iran
S.M.Chemicals Pakistan, Managing Director & CEO, Pakistan
ATIK LEATHER INDUSTRY, EXECUTIVE MANAGER, Saudi Arabia
Exir Kala Chemicals, President, Islamic Republic of Iran
General Leather Manufacturing Co LLC, General Manager, Oman

Clothing & Apparel

Apparel Group, Buyer/ Designer, UAE
Asphan Leather, Manager, Pakistan
Asphan Leather, Manager, Pakistan
Dynamically Leather, Executive Assistant, Pakistan
Groseto Trading, Managing Director, UAE
Gulf Mark General Trading LLC, MD, UAE
MAT TRADING, MANAGER, UAE
N apparels, Buissness Development Manager, UAE
Prether, General Manager, Pakistan
Prether, Business Development Head, Pakistan
Radix Wears, Partner, UAE
Universal Business Link FZC, Managing Director, UAE
W T X Apparel Uniforms trading LLC, General Manager, UAE
Explicit Leathers, Managing Director, India
K&R Brothers Co, Partner Director, Pakistan
Nadeem Leather Industries, Director, Pakistan

Footwear

Abu Laban Factory, Owner, Jordan
Al Waqia Shoes Co. LLC, CEO, Oman

Carlo Shoes Trading, General Manager, UAE
collagen3H, Managing Partner, India
Drish Shoes Limited, Tannery Technical Consultant, India
Eli's Boots, Owner, UAE
Eyoss, Designer, Tunisia
Fancy Design, Director, UAE
FOOT LOOSE, President, UAE
freelancer, Interior Designer, UAE
H.O.B, Creative director, UAE
Ihsan Najmaddin Commercial Broker LLC, Managing Director, UAE
Integrated Trading Co., General Manager, Qatar
National Factory, Production Exicutive, UAE
OOKAMI, COO, UAE
Polkadot Dubai, Designer, UAE
Shoe Mart, CEO, UAE
The Cobbler, Partner, UAE
International Leather Materials, Managing Director, India
Midas Safety, Chief Research and Development Officer, Pakistan
Shafi Lifestyle Pvt Ltd, Director, Pakistan

Furniture

Abu Laban Factory, Owner, Jordan
Al Waqia Shoes Co. LLC, CEO, Oman
Carlo Shoes Trading, General Manager, UAE
collagen3H, Managing Partner, India
Drish Shoes Limited, Tannery Technical Consultant, India
Eli's Boots, Owner, UAE
Eyoss, Designer, Tunisia
Fancy Design, Director, UAE
FOOT LOOSE, President, UAE
freelancer, Interior Designer, UAE
H.O.B, Creative director, UAE
Ihsan Najmaddin Commercial Broker LLC, Managing Director, UAE
Integrated Trading Co., General Manager, Qatar
National Factory, Production Exicutive, UAE
OOKAMI, COO, UAE
Polkadot Dubai, Designer, UAE
Shoe Mart, CEO, UAE
The Cobbler, Partner, UAE
International Leather Materials, Managing Director, India
Midas Safety, Chief Research and Development Officer, Pakistan
Shafi Lifestyle Pvt Ltd, Director, Pakistan
al afia furnisfing I.L.c, purchase & operations, UAE
Al Afia Furnishing LLC, Senior Business Development Manager, UAE
Al Hishma Interiors, Operation Manager, UAE
Al Meydan Hotels Furniture Projects, Sales & Projects Manager, UAE
Al Meydan Hotels Furniture Projects, Business Development Manager, UAE
Alwan Auto Accessories and Seats Upholstery, Manager, UAE
Armoplast Plastic Industries LLC, Business Development Manager, UAE
ARTERIORS ZONE TRADING LLC, Director, UAE
B2S Paris, Business Support Agent, UAE
Blue Berry Furniture & Upholstery, Business Development Manager, UAE
Cornerstone, Manager, UAE
CornerStone General Trading LLC, Managing Director, UAE
Creative Line Decor Cont, Procurement Manager, UAE
D & V Contract, principal, UAE
DEBAJ DECOR CONT., Operations Manager, UAE
Embelle Interiors LLC, Purchase Officer, UAE
Energy Trading DMCC, Executive Manager, UAE
ENERGY TRADING DMCC, PURCHASING COORDINATOR, UAE
Flamingo group of Companies, Project Manager, UAE
Ghuzlan Emirates Furniture L.L.C., Design manager, India
KHALID SHAFAR, Designer, UAE
Mag Group, Sales & Development Manager, UAE

Mn International, CEO, UAE
Phoenix Touch, QUALITY SURVEYOR, UAE
The Leather Doctor, Partner, UAE
TRUST BASE INTERIOR DECORATION, Business Development Manager, UAE
Turkish Furniture LLC, Purchase Manager, UAE
United Decoration Company LLC, Procurement Officer, UAE
Wowcarving, Production, UAE
Darwish Trading, Manager, Qatar

Government

Tehran Municipality, Manafer of Micropayment Dept, Iran
Comesa/LLPI, Executive Director, Ethiopia
Govrment of Uttar Pradesh, Principal Secretary, India
Government of Dubai, Program & Event Manager, UAE

Leather Accessories

24th Street Bespoke Leather Goods, Designer & Maker, UAE
A & H Brothers Company, Partner Director, Pakistan
AKSHARA FZC, DIRECTOR, UAE
Awashi Accessories, Business Owner, UAE
Bin Jouwaia Trading Co LLC, Owner, Oman
Bonyan Emirates Properties, Director, UAE
Born Again, CEO, UAE
Bowline Trading LLC, General Manager, UAE
Byzentium Enterprises, Business Development, Pakistan
consultant, Leather consultant, UAE
FERYAL TRADING CO LLC, MD, UAE
Freelancer, IT Consultant, UAE
HANEYA GENERAL TRADING, Marketing Executive, UAE
ISRA Middle East, Production Lead, UAE
Jaffri Enterprises, Sales Manager, Pakistan
Knights and Walker, Product Development Manager, UAE
LEATHER CHOICE, CEO, India
Leather Craft Accessories, Director, India
M S Patel & Co, Director Marketing, India
Makson, Exim Manager, UAE
MAMBA, Sales Executive, UAE
Markhor Leather Industries, CEO, Pakistan
Mex Crafts, MD, Pakistan
Mintchu GmbH, MA, Austria
MOAZA SAIF TECHNOLOGIES, SALES EXECUTIVE, UAE
Montegrappa Middle East, Marketing Manager, UAE
orbit super trading llc, Partner, UAE
Penta Star General Trading LLC, Business Development Officer, UAE
Resinimex llc, Marketing Executive, Pakistan
RESINIMEX LLC, CEO, UAE
SANA ENTERPRISES, CEO, India
SAP international, Sales and Marketing executive, UAE
Shah International Group, Director, India
Sky Touch Electrical & Lighting LLC, TECHNICA MANAGER, UAE
SNS Sporting Goods and Textile, MD, Pakistan
Somji & Co, Owner, UAE
Southwest Trading DWC-LCC, Business Development, UAE
Southwest Trading DWC-LLC, General Manager, UAE
The leather Doctor, Coordinator/Purchaser, UAE
Wolf + Fox, Leatherworker, UAE
Young Fashion Palace(L.L.C.), owner, UAE
ZFA General Trading LLC, General Manager, UAE
AR Leather Crafts, Owner, Pakistan
Arab Leather Company, Production Manager, Egypt
Blue Sands Trading LLC, Marketing Manager, Palestinian Territory

Cassie Genuine Leather, Deputy General Manager, Qatar
HAMEEM INTERNATIONAL, Director, India
Leather impex, Manager, India
Orient Star Leather, Slaes & Marketing, Pakistan

Retailer

Abbasi Group, Chairman, UAE
Al Tayer Group, sales consultant, UAE
Avellano Boutique, Manager, UAE
Chalhoub Group Retail, Market Intelligence Executive, UAE
concept brands group, procurement, UAE
Goose Readymade Garments Trading, General Manager, UAE
House of Cashmere, Director, UAE
Jawad Business Group, Sourcing & Wholesale Manager, UAE
Kitab, Procurement Officer, UAE
La Meron Leather Trading LLC, Owner, UAE
La Meron Leather Trading LLC, Managing Director, UAE
Level Shoe District, Buyer, UAE
LEVEL SHOES, buyer, UAE
Little Majlis, Partner, UAE
LokaLoka Boutique, Founder, UAE
Louzan Fashion, CEO, UAE
Mercado LLC, Sales Manager, UAE
NOAS TRADING CO.LLC, Public Relations Officer, UAE
Radwan Ali General Trading, Managing director, UAE
Rawaieh Al Nargis Boutique LLC, CEO, UAE
SOUQ.COM, Sales Manager, Pakistan
Souq.com, Sales Manager, UAE
SWAROVSKI DUBAI LLC, Key Account Manager, UAE
Swiss Fashion General Trading LLC, General Manager, UAE
Swiss Fashion General Trading LLC, Finance Manager, UAE
Swiss Fashion General Trading LLC, Sales/Shop Supervisor, UAE
Swiss Fashion General Trading LLC, Manager, UAE
Swiss Watch Group, Product Manager, UAE
The Bag Atelier, Communications Director, UAE
The Bag Atelier, Creative Director and CEO, UAE
The Bag Atelier, Design Associate, UAE
The Hub Retail Gifts Trading LLC, Managing Director, UAE
Woodland, Manager, UAE

Tannery / Production

Akram Tanneries, Manager, Pakistan
Sunshine tannery, Partner, India
tannery khairallah, owner of tannery, Lebanon
VIRALLI ENTERPRISES, PURCHASE MANAGER, India
Viralli Enterprises, Partner, India
French Leather Factory, President, Saudi Arabia
Yata Express, Directing Manager, Iran
Zumrah Leathers, MD, India

(The above mentioned are selected key buyers from the 2016 exhibition)

WHY EXHIBIT?

Exhibitors' profile

Production of leather: exotic leathers, tanneries, semi-finished / finished leather, chemicals, machines & equipment, training & research...

Finished leather goods: footwear, handcrafted leather goods, fashion accessories, handbags, wallets, luggage, briefcase, leather stationery items, leather furniture...

73 exhibitors **18** exhibiting countries

81% of exhibitors said that overall they were extremely satisfied in Leatherworld Middle East 2016

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

Country pavilions from South Africa, France, Indonesia...

They exhibit at Leatherworld

Afriwest General Trading LLC, Al Khaznah Tannery, Bodin-Joyeux SAS, Conceria Superior SPA, Cuirs et Peaux de l'Ouest SARL, Dani SPA, French Tanner's Federation, HCP - TCIM, Indonesian Trade Promotion Centre, LEDERETT Lederfaserwerkstoff GmbH, Les Cuirs de l'Ouest, Manufacture de cuirs Gustave Degermann SA, Martina Wyss, Omac SRL, RexCorp General Trading LLC, Tannerie Sovos Grosjean, Tenerias Omega SA,...



// 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)

(all figures from 2016 exhibition)





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

Adel Rashid
CEO of Hidesign

A VERY SPECIAL EXPERIENCE THROUGH LEATHERWORLD

Trend Area

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.

Leather Production

A dedicated area for tanneries and dealers of semi-finished and finished leathers, the Leather Production Zone sees leading global tanneries such as Italian players Dani, Conceria Superior, and Italthide, rub shoulders with UAE powerhouse Al Khaznah Tannery. All will present their latest range of animal hides, textures, and colours to an eager audience of designers and manufacturers of leather products.

Fashion Avenue

Spearheaded by an exclusive showcase from leading global fashion design institute ESMOD Dubai, the Fashion Avenue demonstrates the unique relationship between leather and fashion, with local and international leather artisans showcasing their latest leather garments, accessories and bespoke products.

Shoe Box

A section dedicated entirely for mid to high-end leather footwear; the Shoe Box has plenty of sole. Custom footwear manufacturers and mass producers alike use this dedicated area to connect with leading regional retailers, distributors, department stores, and wholesalers.

Designers' Area

Always popular, the Designers' Area reveals hidden gems, enabling the finest of leather artisans to showcase their signature collections of luxury wallets, belts, handbags and accessories to trade buyers from throughout the Middle East.

The participation at the trade fair in the Designer's Area is subject to selection by a Professional Committee.

PRICING STRUCTURE

Space costs

Row stand (one open side)	USD 395 per sqm
Corner stand (two open sides)	USD 400 per sqm
Peninsula / Head stand (three open sides)	USD 405 per sqm
Island stand (four open sides)	USD 410 per sqm

Discounts

Early bird discount

5% off space-only price for bookings received by 30th September 2016. The discount is applicable only if 30% down payment is made within 14 days after submitting the booking form.

Major presence discount

Any single exhibitor booking at least the following number of sqm is entitled to the indicated discounts (does not apply to country pavilions):
36 to 60 sqm - 2.5%
Over 60 sqm - 5%.

Sponsorship opportunities

Stand out from your competitors and increase your brand recognition and market exposure. Leatherworld Middle East offers selective branding and promotional opportunities to exhibiting companies. Sponsorship packages are available for our participants on the website. For more info, please visit www.leatherworldME.com

How to apply?

Get in touch with us now for personalised service and assistance.
Phone: +971 4 389 4500
Email: leatherworld@uae.messefrankfurt.com



(all visuals from LWME 2016 edition)

Complimentary Services

The Leatherworld Middle East team values your presence at the show, which is why we work hard to ensure your successful participation.

Public Relations (PR)

Use the power of Public Relations to increase your trade show visibility! Our in-house PR department runs a continuous campaign throughout the year with increasing activity closer to the show.

Exhibitor news at Leatherworld Middle East 2016 spread far and wide, ensuring maximum media coverage across regional business and international trade publications. The 2016 public relations campaign generated more than 415 show-related articles, generating coverage with an Advertising Value Equivalent (AVE) of US\$2.6 million.

Be part of the story for 2017 and take advantage of our free in-house public relations service.



Times of Oman - Oman, 12th of March 2016



Al Watan - UAE, 3rd of April 2016

Business Matchmaking Program

Secure your appointments in advance

Make the most of your participation at Leatherworld Middle East 2017 through our **Business Matchmaking Programme**. Set up meetings with your preferred buyers, connect in advance with your chosen visitors and plan your participation accordingly.



Our collaboration with Leatherworld Middle East was such a good opportunity for our students, allowing them to meet leading tanners and manufacturers such as Afriwest General Trading, Al Khaznah Tannery and Real Piel. The students have also discovered how to deal with leather, to adapt their design based on the thickness of different kinds of leather for a range of elegant garments, innovative as per ESMOD Dubai standard. It is also not easy to stitch, but this is one of the wonderful challenge's with working with leather. This year the students were very happy to be involved once again with Leatherworld Middle East. The result of dresses and garments produced was absolutely amazing, and we at ESMOD Dubai can't wait for the next exciting challenge for the 2017 edition.

Tamara Hostal
Founder & CEO of ESMOD Dubai

ABOUT US

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.

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

Leatherworld Middle East

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