



All China Leather
Exhibition
中国皮革展

1-3 SEPTEMBER
九月一日至三日 2010

Halls
展馆 W1-W3 & E2-E3



Moda Shanghai
中国时尚潮流
皮革服装及配饰展

China
International
Footwear Fair
中国国际鞋展

Halls
展馆 E1&E2

本地观众 LOCAL VISITORS

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26



Large crowds gather to attend the first day of ACLE 2010 in Shanghai.

ALL CREDITS: CHINA LEATHER EXHIBITION

China announces change at ACLE

The focus at the 2010 All China Leather Exhibition in Shanghai in September was very much on the host nation, with the announcement of important future changes to the leather production industry in China.

The organisers of the All China Leather Exhibition (ACLE) have declared the 2010 edition of the event, the largest international leather exhibition in mainland China, as a success, in spite of challenging weather in the shape of severe rainstorms. The organisers were expecting around 83 first-time exhibitors this year and exhibition space to be 35% greater than last year and with visitor numbers to rise too.

The China Leather Industry Association (CLIA) said at the official press conference on the opening day that it feels the leather industry, globally, is recovering well from the economic downturn and that China is leading the way, thanks mostly to the



CLIA president Madam Zhang Shu Hua and vice-president Mr Su Chaoying gave details at the event of what the next five years hold for the leather industry in China.

spending power of Chinese consumers. The authorities in China believe that the value of the domestic market, across all sectors, is likely to reach \$2 trillion this year. High levels of consumption in the Chinese domestic market are providing many global industries with an important boost at the moment, and the leather industry is no exception. Companies selling luxury cars, leathersgoods and high-end footwear are all looking to the Chinese domestic market for growth. Sales of furniture for new homes in Chinese cities are also providing a much-needed boost to the leather upholstery sector.

According to Madam Zhang Shu Hua, CLIA president, the overall production of



leather and finished products made with leather increased in China by around 25% in the first seven months of 2010 compared to the same period the year before. All the significant sectors of the industry from footwear to automotive and interiors have contributed to the rise. Over the same seven-month period, leather footwear exports increased by 9%, reaching a value of \$4.41 billion for 2009. And domestically, although no formal statistics are available, the current average per capita purchase of 1.5 pairs of shoes per year is expected to double as the Chinese urban population increases.

The boom initiated last year in the automotive industry is now well established. Out of the 14 million vehicles the Chinese car industry had put on the road in the first eight months of this year, a large number had leather upholstery fittings, Madam Zhang said.

Some overseas observers felt that in general the event was good, but that it lacked the buzz of the previous couple of years. One comment on this subject was that ACLE in 2008 and 2009 may have had more atmosphere because so many in the trade were relieved that not only were they still in business, but so were their customers, suppliers, and so on.

Chemical companies were well represented in 2010 with possibly more local and Asian suppliers entering the field. Perhaps as a result of this, the senior management teams of the major leather chemicals suppliers seemed to spend longer at ACLE than usual.

Observers also noted, however, that the

current high raw material prices are likely to have curtailed the amount of real business conducted on stands at ACLE 2010, but exhibitors were generally pleased at the number of visitors they received.

The CLIA gave out information at the fair that suggests China is keen to remain the focal point of the global leather industry for some time to come. It indicated that a new five-year plan for the industry includes a projection that the output of China's tanneries will increase by 10% each year over the five-year period. The organisation also said that the national government will press ahead with a campaign to encourage manufacturing companies, including tanners, located in coastal regions in the south and east of the country to move to less developed areas in the interior. Suggestions at ACLE 2010 were that many Chinese tanners are reluctant to move westwards.

As labour and production costs continue to rise and environmental pressures become more intense in the most developed parts of China, the CLIA has made it clear that transferring businesses to western and central provinces is inevitable. CLIA vice-president Su Chaoying said a "transformation campaign" has already been launched in the provinces of Guangdong and Zhejiang. Mr Su added that his organisation is in favour of this transformation because it is "conducive to balance and regional growth". The shape of the leather industry in China may be changing, but growth seems relentless.

The next edition of ACLE will take place in Shanghai from September 6-8, 2011. ©



With domestic demand booming, the CLIA estimates that current per capita consumption of shoes in China of 1.5 pairs per year is set to double. Where will the global footwear industry find the capacity to make an extra two billion pairs of shoes a year?



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