

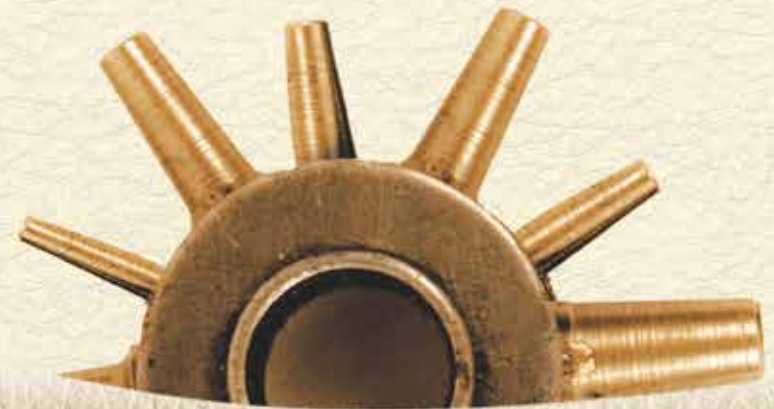
leatherworld

MIDDLE EAST

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

POST SHOW REPORT 2015

www.leatherworldME.com



messe frankfurt

THE PERFECT START TO A CATEGORY-DEFINING EVENT

It was an unforgettable inaugural edition for Leatherworld Middle East, the newest trade show organised by Messe Frankfurt, and the only one of its kind in the region. Over three action packed days, 2,359 trade visitors from 66 countries were exposed to the multitude of products on offer, including a variety of animal hides, production machinery, chemicals, leather handbags, footwear, accessories, and garments.

This is just the first step towards making Leatherworld Middle East one of the top ten leather shows in the world. The exhibition will continue to pioneer innovations, exhibit the very latest trends from the leading designers and brands, and bring together the industry's finest talent to network and collaborate.



"There's an excellent range of quality manufacturers and suppliers. The show has been done very well and the selection of products on show is great.

The organisers have done a wonderful job in bringing in some high quality manufacturers and this is an excellent platform to source new products and suppliers."

Sumeet Sood,
Leather Agent and Consultant



EXHIBITOR OVERVIEW

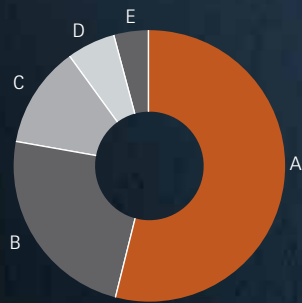
Recognising the importance of Dubai as a business hub in the region, and the ability of Messe Frankfurt to create category-defining shows, brands and companies from across the region and around the world took part.

86 exhibitors

16 exhibiting countries

Country pavilions from **France, Italy & Pakistan**

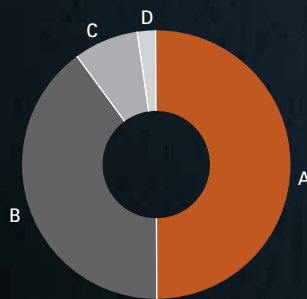
Regional breakdown of exhibitors



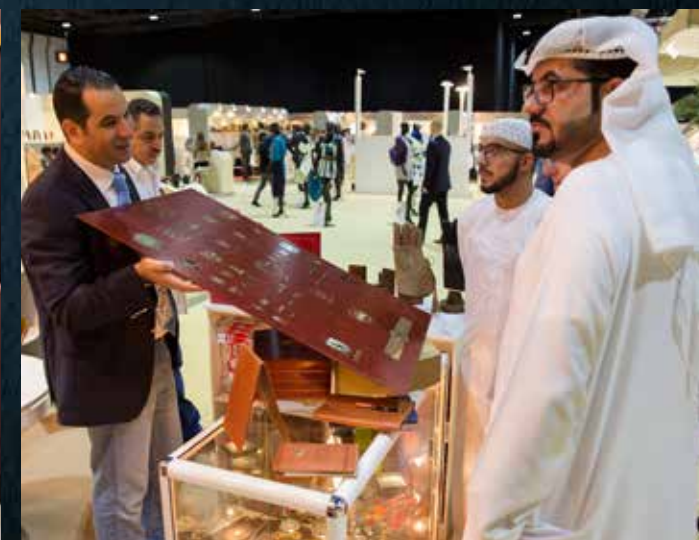
- A 54% Europe
- B 24% South Asia
- C 12% Middle East
- D 6% North America
- E 4% Far East Asia



Product Categories on display (by sqm)



- A 50% Leather
- B 40% Fashion Accessories
- C 8% Machinery, Equipment & Chemicals
- D 2% Services



EXHIBITOR OVERVIEW



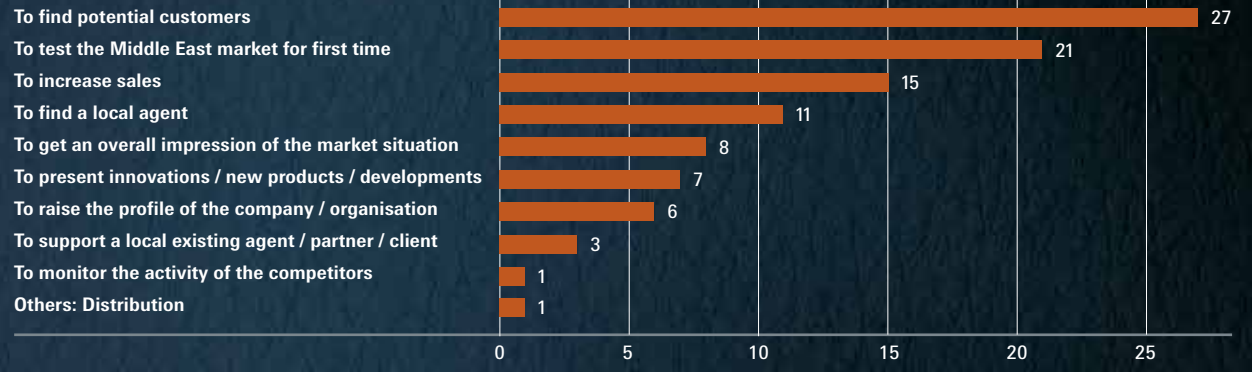
Exhibitor satisfaction on the quality of visitors was **70%**



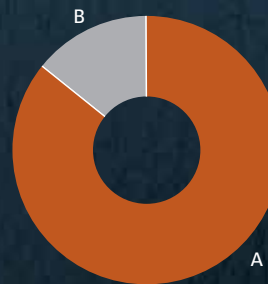
87% of exhibitors stated that they certainly or possibly will participate again at the exhibition in the future

Exhibitors' objectives for participating

(all figures in %)



Meeting objectives for exhibiting



A 86% Very Satisfied/Satisfied

B 14% Less Satisfied/Dissatisfied



"It was really educational and I was able to learn about the different kinds of leather and what applications they are used for, which as an interior designer, is very important. In one day I've sourced about seven suppliers and there's no minimum spend so they are very flexible. I will definitely return next year. All designers should live at the show during its three days"

Samah Aloul,
Owner and Chief Designer of
SA Interiors

VISITOR OVERVIEW

The first show of its kind had the entire industry talking and visiting! From manufacturers to retailers, designers to Government officials, everyone who had something to do with the leather business was here.

2,359 trade visitors

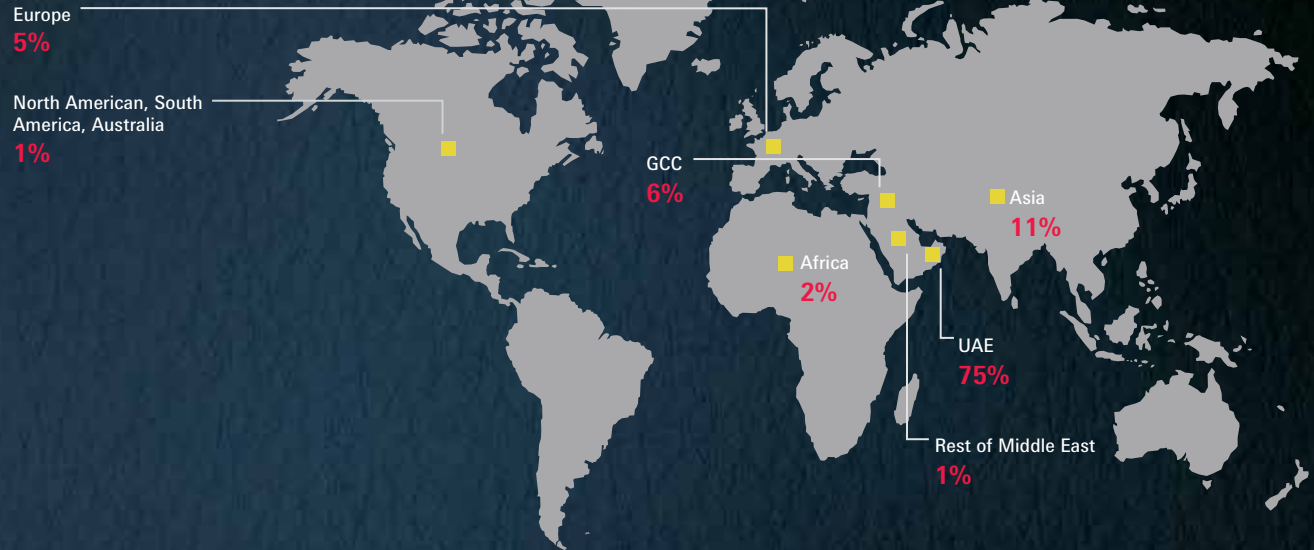
66 visiting countries



Top 10 visiting countries outside the UAE

- | | |
|------------------|----------|
| 1 India | 6 Iran |
| 2 Pakistan | 7 Turkey |
| 3 Saudi Arabia | 8 Kuwait |
| 4 Oman | 9 Italy |
| 5 United Kingdom | 10 Qatar |

Regional breakdown of visitors



Visitors' nature of business

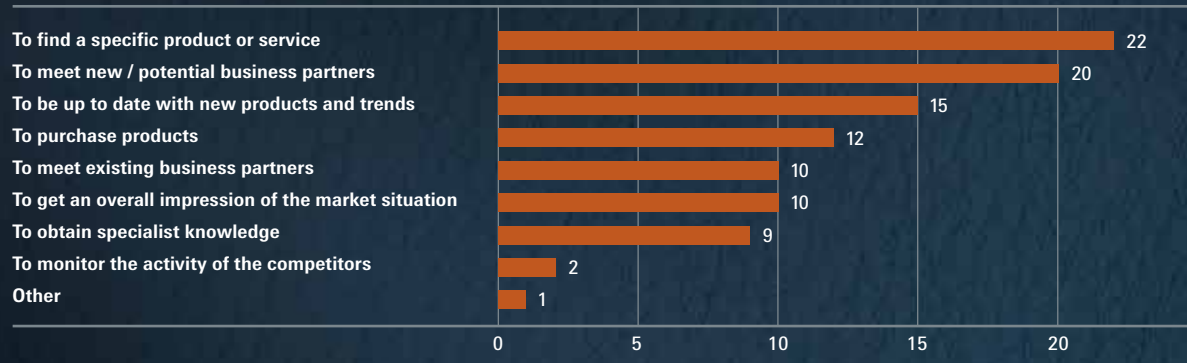
(all figures in % - multiple answers possible)



VISITOR OVERVIEW

Objectives of trade visitors

(all figures in %)

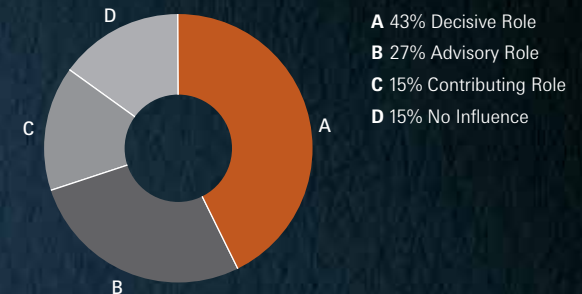


Visitors were looking for the following products

(all figures in % - multiple answers possible)



Purchasing authority of visitors



79% of visitors stated they intend to visit the show again next year.



"This collaboration opens our students' minds in terms of what they can do with leather. We wanted to introduce them to the world of leather, which plays a major part in fashion, and it's also important for them to interact with global suppliers at Leatherworld Middle East. The garments on display are so lovely and are a great representation of not only local designers' talent, but also how leather and fashion go hand-in-hand."

Tamara Hostal,
Founder & CEO of ESMOD Dubai



"We are a shoe manufacturer in Ajman, so we usually have to travel to all the big leather shows in Europe to source the leather, machinery, accessories and soles that go into manufacturing our shoes. We already have three suppliers exhibiting at Leatherworld Middle East and now we will probably find more – the best thing is that we can source all our needs here in the UAE without having to travel too far."

Faisal Ali,
Director of Paragon Footwear

SHOW HIGHLIGHTS



What areas were highlighted at Leatherworld Middle East?

Leather Production

They make unique, exotic leather for some of the world's biggest fashion brands, and it was time they felt the much-deserved spotlight. Tanneries and leather producers made the most of our Leather Production Zone, which featured various types of leather for interiors, upholstery and fashion, attracting designers and manufacturers who were there to source materials.

Fashion Avenue

If it was in style, it was at the Fashion Avenue. This area showcased finished leather goods such as fashion accessories, garments, bespoke leather products and more. Here, retailers and distributors viewed and assessed the lucrative opportunities for leather products that were looking to make an entry into new and high-potential markets.

Shoe Box

Leatherworld Middle East represented a big step up for the footwear industry. Our Shoe Box represented the latest styles and trends from mid to high-end leather footwear. Manufacturers of bespoke leather footwear met and interacted with visitors, to the benefit of both.

Trend Area

It was the Trend Area that grabbed the maximum attention with its exclusive range of luxurious global leather innovations, many of which were being seen for the first time in the region. More than 200 innovative products were showcased, from stingray skin pouches and laser printed calf hides, to 22-carat gold-embossed alligator skins, and for the traditionalists, a classic leather hand-gun holster.

Designers' Area

Here, leading designers displayed their imagination and creativity, enthralling visitors with their innovations in leather. The area also featured trends and designs developed specifically for Leatherworld Middle East!



"We are very upbeat about taking part in the first edition of Leatherworld Middle East as we know it will gain more interest in the coming years, especially as it's launched in Dubai. Leather is used in every facet of our lives, from airplanes, yachts to houses, hotels, and shoes – the list goes on – and our presence here is very important, because it helps us to interact with other big international manufacturers from France, Germany and Italy. The presence of such a mix of international and local companies under one roof enables the exchange of ideas and experience and helps us to come up with a leather product that benefits all consumers."

Mohammed Al Mansoori,
General Manager of Al Khaznah Tannery

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ABOUT THE ORGANISER

Messe Frankfurt is one of the world's leading trade show organisers with around 550* million euros in sales and more than 2,200* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2014, Messe Frankfurt organised a total of 120* trade fairs, of which more than half took place outside Germany.

The portfolio of events for Messe Frankfurt in Dubai includes Automechanika Dubai, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Light Middle East, Materials Handling Middle East, Leatherworld Middle East, Paperworld Middle East and Playworld Middle East. The subsidiary also organises a series of conferences and seminars including the Global Network of Emergency Medicine and the Pediatric Orthopaedic Surgery Conference, the Worker Health Protection Conference, and the GCC Car Modifications Conference.

For details concerning participation as an exhibitor, visitor or sponsor, please visit our website at www.leatherworldME.com or contact us directly at leatherworld@uae.messefrankfurt.com

*Preliminary figures 2014.

Leatherworld Middle East

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