

Draft Report

On

Buyer Seller Meet, Madrid, Spain

(3 – 4 October, 2017)



Report prepared by:-

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APPAREL EXPORT PROMOTION COUNCIL

APPAREL HOUSE, SECTOR – 44, GURGAON

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LIST OF DELEGATES

❖ SHRI RAM SINGH, IPS, SECRETARY GENERAL, AEPC **LEADER**

❖ SH. D.G. REDDY, ADVISOR, AEPC **COORDINATOR**

❖ SH. R. BALAJI, DIRECTOR., AEPC **COORDINATOR**

Buyer Seller Meet - Spain

BACKGROUND

- AEPC has been organizing buyer seller meet in Spain for the last NINE consecutive years since 2008. The Council is organizing the BSM with the cooperation & support of Embassy of India, Madrid, Spain every year. Based on the excellent response received during previous BSM's Apparel Export Promotion Council has organized the Buyer-Seller Meet at Madrid, Spain from 3-4 October, 2017.
- Ministry of Commerce has approved an amount of Rs. 100.00 lacs under Market Access Initiative scheme (MAI) for organizing the Buyer Seller Meet in Spain during the year 2017.

Readymade Garment Trade Statistics

Spain has been a very attractive market for Indian apparels. During 2016, the garment exports to Spain from India was around 760.1 million dollars.

India's garment export to Spain is depicted below.

| Spain's RMG Import from World and India | | | | |
|---|----------------|----------------|----------------|-------------------------------|
| | 2014 | 2015 | 2016 | % Change 2016/2015 |
| Spain's RMG imports from world, (USD Mn.) | 16327.7 | 16383.4 | 16857.5 | 2.9 |
| Spain's RMG imports from India, (USD Mn.) | 671.5 | 730.2 | 760.1 | 4.1 |
| India's Share in Spain's RMG imports from world, % | 4.1 | 4.5 | 4.5 | 1.2 |
| Source: UN Comtrade, 2017 | | | | |
| | | | | |

| Spain's Top 5 RMG product import from India | | | | | |
|--|---|---|--------------|--------------|---------------------------|
| Product code | Product label | Spain's imports from India, In USD Mn. | | | % Change 2016/2015 |
| | | 2014 | 2015 | 2016 | |
| | RMG | 671.5 | 730.2 | 760.1 | 4.1 |
| '620640 | Women's or girls' blouses, shirts and shirt-blouses of man-made fibres (excluding knitted or ... | 55.6 | 79.3 | 86.6 | 9.2 |
| '610910 | T-shirts, singlets and other vests of cotton, knitted or crocheted | 92.0 | 77.6 | 82.1 | 5.8 |
| '620630 | Women's or girls' blouses, shirts and shirt-blouses of cotton (excluding knitted or crocheted ... | 51.4 | 58.8 | 68.2 | 15.9 |
| '620520 | Men's or boys' shirts of cotton (excluding knitted or crocheted, nightshirts, singlets and ... | 42.2 | 55.0 | 57.6 | 4.9 |
| '620444 | Women's or girls' dresses of artificial fibres (excluding knitted or crocheted and petticoats) | 14.6 | 28.3 | 29.0 | 2.3 |

Source: UN Comtrade, 2017

Advantage India

India has following strengths with respect to manufacturing and exporting RMG.

- Abundance of skilled workforce in Apparel sector.
- Availability of Concessional rate of credit from banks.
- Product specific and markets affiliated Apparel cluster approach by government
- Infrastructure support through plug & play model in Government Textile parks
- Full government support towards Policy implementation
- Counselling support by government for investment
- Policy of common effluent treatment plants for saving the ecosystem
- Availability of raw material (Cotton fibers, cotton fabrics etc.,) for producing garments.

Inauguration Ceremony of BSM at Madrid in Spain:

The Buyer Seller Meet at Madrid, Spain was inaugurated by Shri. D.B. Venkatesh Varma, Ambassador, Embassy of India, Madrid, Spain in the presence of Shri. Ram Singh, IPS, Secretary General, AEPC along with Mr. Saravanan Balasubramaniam, Second Secretary (Commerce), Embassy of India, Madrid and the exhibitors of BSM Spain.



(From L to R, Sh. Ram Singh, IPS, SG-AEPC (3rd from left), Sh. D.B. Venkatesh Varma, Ambassador-EOI, Spain, Sh. Saravanan Balasubramaniam, Second Secretary (Commerce), EOI-Madrid, Sh. D G Reddy, Advisor-AEPC).

After inauguration, Ambassador Shri. D.B. Venkatesh Varma briefed the participants about Spanish market and its growth of 3% in the last 2 years after slow down period.

Sh. Varma also emphasized on inclination of Spanish buyers towards Indian products mainly Apparel products.

Sh. Varma spoke about the financial strength of Spanish market. Overall, he advised all the participants to concentrate more on marketing, since India has good manufacturing strength.

Sh. Varma also extended warm welcome to all the participants on behalf of Embassy of India and assured all support from the embassy in promoting apparel exports to Spanish market.

Sh. Varma took a round of all the stalls and interacted with the participants & appreciated the quality of apparel products on display. He wished all of them – good business.



Ambassador briefing the participants



Ambassador & SG-AEPC interacting with the participants



Interaction with the Participants



Interaction with one of the exhibitors

SG, AEPC's meeting with the Ambassador, EOI, Madrid, Spain.

Secretary General, AEPC had a meeting with Shri. D.B. Venkatesh Varma, Ambassador, EOI, Spain after the inauguration of the BSM. SG-AEPC, briefed the Ambassador about the export potential for India for export of RMG to Spain. Sh. Varma appreciated the efforts of AEPC for organizing the BSM continuously since the year 2008.



Meeting with leading buyers:

1. A meeting was held with the sourcing team of M/s. El Corte Ingles, Spain (an internationally famous multinational wholesaler / retailer of women's and men's clothing and accessories). SG-AEPC explained them about the strengths of India w.r.t. low wages, good infrastructure and availability of raw material in India. SG-AEPC thanked them for their regular visit to the BSM every year for sourcing RMG from India.

2. Meetings were also held with the prominent buyers/representatives of M/s. Festa Moda, S.L., M/s. Import Export S.L. M/s. Mayroal, M/s Nosvanfor, M/s Pepe Jeans and M/s Settertrend. All meetings was very successful.



Meeting with the Buyers

RESPONSE OF BSM – SPAIN

Total Number of Indian Exhibitors : Out of 49 confirmed exhibitors, 43 exhibitors participated in the BSM (5 exhibitors could not get visa and 1 participant could not attend due to personal reasons).

Total Area Covered : 450 Square meters (50 stalls were constructed – 49 for exhibitors + 1 for AEPC)

Business Generated / negotiated : US\$ 1.25 million approx.

Number of Buyers Visited : Around 160 visitors/Buyers from 111 companies

Products of interest

The buyers were mainly interested in sourcing Ladies Tops & Dresses, Children and Kids wear, T-shirts, Denim trousers and Men's & boys' shirts of cotton.

The overall response of the buyer seller meet at Madrid (Spain) was very good and a good footfall of the buyers has been seen during the course of the BSM.

LIST OF EXHIBITORS

| S.No | Name of the Exhibitor | Booth Numbers |
|-------------|------------------------------|----------------------|
| 1 | A.P.D. EXPORTS | 05 |
| 2 | ADAM EXPORTS | 42 |
| 3 | A.M PRINTEX SOLUTIONS | 01 |
| 4 | AMAN EXPORTS INTERNATIONAL | 41 |
| 5 | AMAZING EXPORT CORPORATION | 09 |
| 6 | ANK FASHIONS PVT. LTD | 02 |
| 7 | BAWA CREATIONS | 43 |
| 8 | CACTUS | 28 |
| 9 | COTFAB (INDIA) | 06 |
| 10 | DENIMAK CLOTHING | 27 |
| 11 | DHOOM CREATIONS | 10 |

| | | |
|----|---|----|
| 12 | DYNAMIC DESIGNS INC | 30 |
| 13 | EAST WEST COMBINE | 31 |
| 14 | FASHION TECH | 13 |
| 15 | FASHION COUTURE | 34 |
| 16 | GOODWILL FABRICS (P) LTD | 08 |
| 17 | GOYAL TEX | 04 |
| 18 | INDIA TODAY FASHIONS | 45 |
| 19 | JAINCO FASHIONS PVT LTD | 37 |
| 20 | KARAN OVERSEAS | 36 |
| 21 | MA'AM ARTS | 14 |
| 22 | MAGIC STITCHES (A subsidiary of Smash Creations) | 46 |
| 23 | PEARL APPARELS INC | 12 |
| 24 | N.G. EXPORTS | 17 |
| 25 | ORANGE FASHION DESIGN PVT LTD | 16 |
| 26 | RAMAN ENTERPRISES | 29 |
| 27 | RAMESH RAWAL AND SONS HUF | 22 |
| 28 | RNR INTERNATIONAL | 39 |
| 29 | RUBY INTERNATIONAL | 15 |
| 30 | SHAJ EXPORTS UNIT HARSH TRACON PVT LTD | 21 |
| 31 | SACHI APPARELS | 40 |
| 32 | SEER GLOBAL LTD | 19 |
| 33 | SHILPAYAN DÉCOR | 26 |
| 34 | SHREE RAM OVERSEAS | 49 |
| 35 | SOL COLLECTION | 23 |
| 36 | SOMANI FABRICS PVT LTD | 11 |
| 37 | SUNNY WEARS INC | 35 |
| 38 | SUPERB CLOTHINGS | 44 |
| 39 | TARSHA EXPORTS | 38 |
| 40 | THE OUTLOOK SOURCING SERVICES | 25 |
| 41 | VOGUESERV OVERSEAS LLP | 47 |
| 42 | WORLD WINDOW IMPEX | 18 |
| 43 | YORK EXPORTS LTD | 20 |

Recommendations

1. Buyer Seller Meet at Spain (Madrid) was organized from 3-4 October, 2017 under the MAI scheme of the Ministry of Commerce, Govt. of India with 43 exhibitors.
2. The Ministry of Commerce should continue funding for the future BSMs in Spain under MAI scheme for promoting export of garments from India to Spain.
3. In the forthcoming WGSN seminars which shall be organized in Nov., 2017 and March, 2018, WGSN should be requested to educate the Indian exporters about the Spanish Market w.r.t. the forecast pertaining to colour, designing, fabric trends etc.
4. We should invite leading buyers from Spain for attending one of the Flagship events of the Council i.e. "India International Garment Fair" at Pragati Maidan, New Delhi to be held from 17-19 January, 2018 at Pragati Maidan, New Delhi.
5. The officials from Ministry of Textiles may visit the BSM regularly which can boost the morale of the participants and they can recommend for granting more MAI grant to Ministry of Commerce for organizing the BSM.
