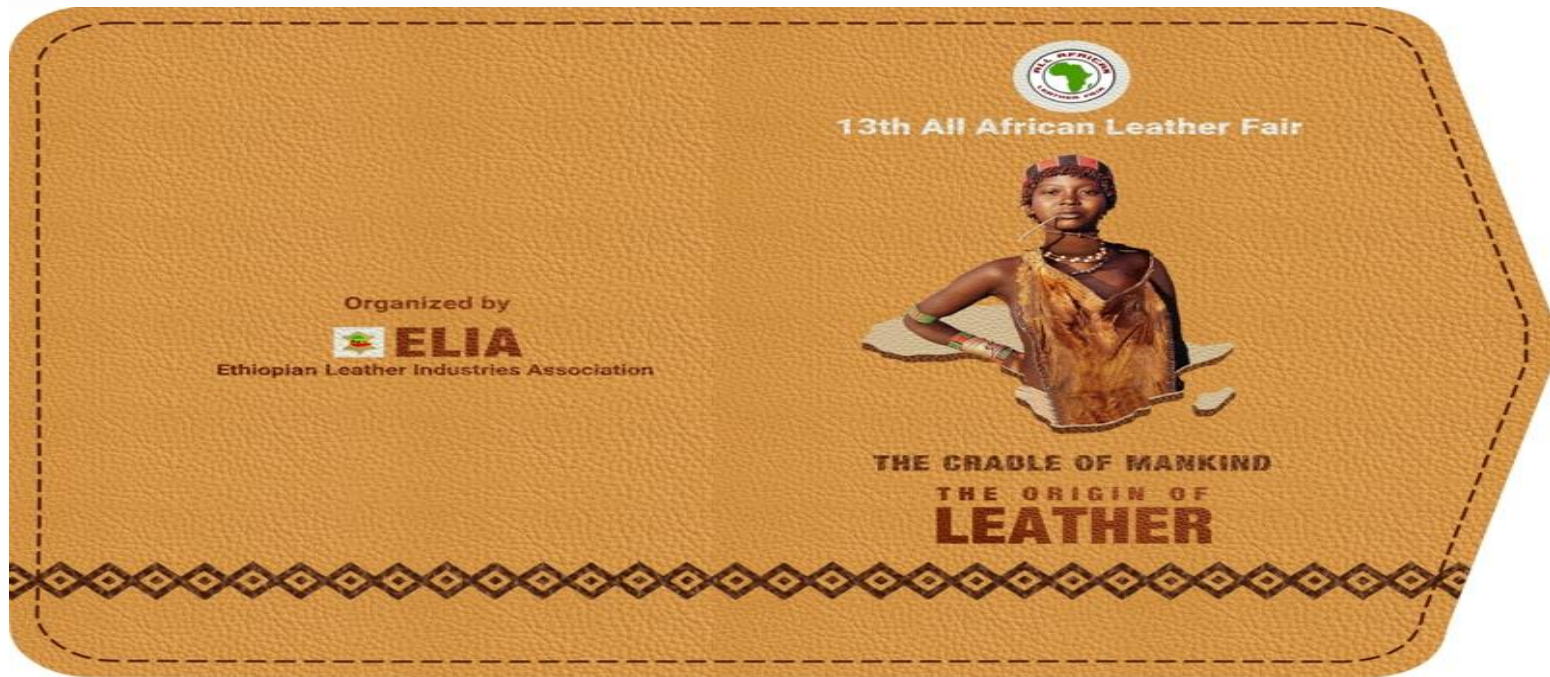




**ALL AFRICA LEATHER FAIR**

AALF Feb16-18,2023 Millennium Hall  
Addis Ababa, Ethiopia



*The Cradle Of Mankind is The Origin Of Leather*  
organized by ETHIOPIA LEATHER INDUSTRIES ASSOCIATION

ELIA




## BACK GROUND

All-African Leather Fair (AALF): the trade show organizing by The Ethiopian Leather Industries Association (ELIA) from the first edition in 2008 up to 12<sup>th</sup> successfully. AALF brings together tanners, footwear and other leather goods manufacturers, in addition of equipment and technology suppliers, chemical and inputs suppliers, manpower training institutions, trade promotion organizations, etc from all over the world.

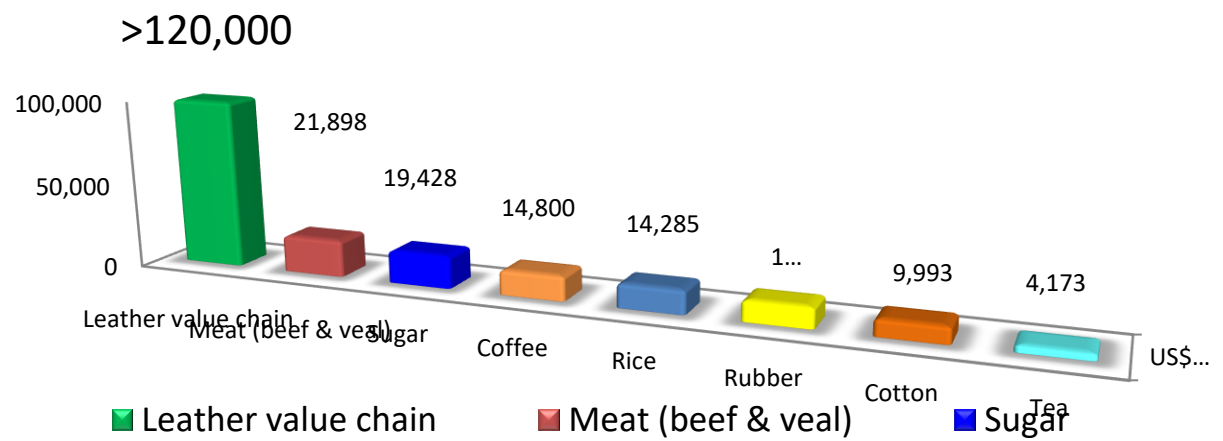
African companies and organizations are expected to constitute the largest attendance. The Fair is a specialized one designed to promote the African leather industry and to enable it create an interface with its partners within the continent and around the world. There is side events included occurring parallel with the show Panel discussion, Fashion show, Fashion Zone, Leather Talent show.

Due to the Global market situation and the pandemic impact the leather sector in Ethiopia and Africa at large heavily affected. It is expected that the upcoming AALF trade fair will play its role in motivating the sector in market expansion, facilitating inter Africa business relation .Investment Attraction, Technology transfer and etc... To motivate the sector The government starts **school shoe and bag project** under the initiation the manufacturing sector “**Let Ethiopia produce “ “ Ethiopia Tamret“** as the sector dependent on inputs such as chemical, accessories and component supplier will be expected in wide participation.

Considering these AALF2023 will Have new components fashion show will be including some Africa countries participations, Fashion Zone(where many designers will participating by showing the Fashion trends) Talent show (leather products creativity, any innovation creativity in the sector ) in addition to this Ethiopia Leather journal upgraded to Africa Leather journal (sector based studies ,research and potential facts for Africa will be published inspirational descriptive motto also included .

<b>Project Name</b>	<div style="text-align: right;">  </div> <p style="text-align: center;"><b>All African Leather Fair (AALF) 2023</b></p>										
<b>Project Owner</b>	Ethiopian Leather Industry Association (ELIA)										
<b>Project Partners</b>	MOI, MOTRI, MIDI, LLPRDC, UNIDO, ALLPI, ILO, JICA, CBI, BRIGE 1 <sup>st</sup> consult CVM ...										
<b>Expected participant</b>	Exhibitors 200-250(50 overseas), visitor 15000(2000 overseas)										
<b>Project Aim</b>	Improving image of Africa, Develop Intra African and Increase global trade share of African countries in Leather and leather products expansion of Trade and investment in Ethiopia										
<b>Brief description of project (AALF 2023)</b>	<p><b>Global Merchandise Trade</b></p> <ul style="list-style-type: none"> <li>• Overall, the value of global trade reached a record level of \$28.5 trillion in 2021,”. That’s an increase of 25% on 2020 and 13% higher compared to 2019, before the COVID-19 pandemic struck. (UNCTAD)</li> <li>• In 2021, the global trade value of goods exported throughout the world amounted to approximately 22.3 trillion U.S. dollars at current prices. (WTO)</li> </ul> <p><b>Distribution of world trade by continent (2018)</b></p> <div style="text-align: center;"> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Continent</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Asia</td> <td>37.4</td> </tr> <tr> <td>Europe</td> <td>38.6</td> </tr> <tr> <td>America</td> <td>19.8</td> </tr> <tr> <td>Africa</td> <td>2.6</td> </tr> </tbody> </table> </div> <ul style="list-style-type: none"> <li>• The African countries, as an economic bloc, occupy a very low position in the global economic classification.</li> <li>• The African continent is home to 14% of the global population; it accounts for less than 3% of the global GDP and receives only 3% of foreign direct investment.</li> <li>• Intra-African trade stands at around 17 per cent compared to, intra-regional trade that has been achieved by 59 percent in Asia , 70 percent in Europe and North America ,31 percent.</li> <li>• Given the unsatisfactory performance of the Africa in promoting intra-regional trade to date, questions such as ‘is there a potential for intra-Africa trade, after all?’ and ‘what are the major constraints to intra-Africa trade?’ are timely and important.</li> </ul> <p>How can we enhance the performance of Inter Africa trade based on the competitive advantage of the country Industries?</p> <ul style="list-style-type: none"> <li>• Though there are many challenges to be addresses trough policy and measurement the government and development partners are doing One of the means is supply side problems (trade facilitation): export promotion,</li> </ul> <p><b>Why Leather?</b></p> <ul style="list-style-type: none"> <li>• The leather sector has longest value chain and is fully integrated into millions of enterprises and family households</li> <li>• The leather industry utilizes the byproducts of slaughter houses and transforms the raw material into various types of leather and manufactured end products.</li> </ul> <p><b>Leather Value chain</b></p> <p>The global leather value chain starts with animal husbandry and ends with the manufacture of leather goods.</p> <ul style="list-style-type: none"> <li>• Animal husbandry</li> <li>• Production of hides and skins;</li> <li>• Semi processing of hide and skins</li> <li>• Finished Leather</li> <li>• The manufacture of leather products</li> </ul> <ul style="list-style-type: none"> <li>• These processing stages are linked to key commercial components of the chain, such as the</li> </ul>	Continent	Percentage	Asia	37.4	Europe	38.6	America	19.8	Africa	2.6
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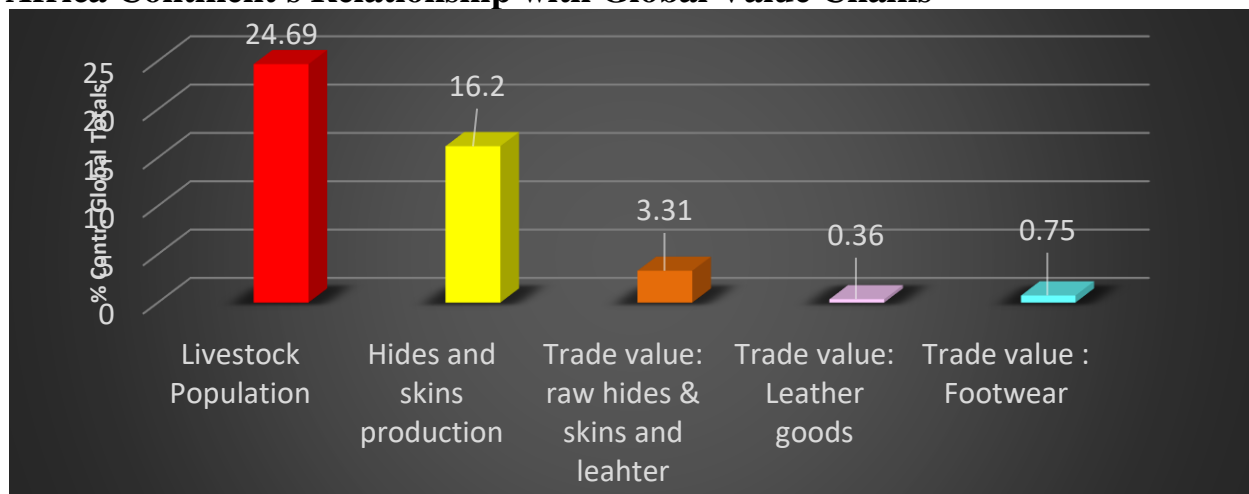
marketing of intermediate inputs, components and end products, trade and consumption. The various inputs to the chain without which the chain cannot operate competitively are qualified labour, design and art centers, components production, access to chemicals, technical and administrative support institutions, research and development, training and a set of adequate policies



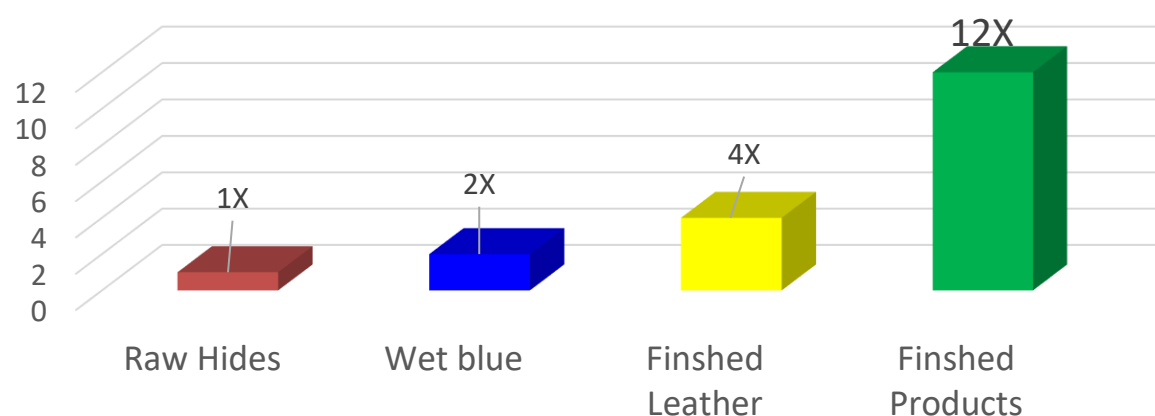
### leather trade Globally

- The leather industry is one of the fast-growing commercial segments in the world.
- The global leather goods and footwear market is valued at USD 407.92 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 6.9% from 2022 to 2030.
- The market is mainly driven by rising consumer disposable income, improved living standards, changing fashion trends, and growing domestic and international market.

### Africa Continent's Relationship with Global Value Chains




### Africa Value Addition Potential And Forgone Opportunities



- Africa ranks second in terms of per capital livestock production which is the foundation for developing the leather industry
- The Continent contributes about 25% of the livestock production and 16% of the global share of raw hides and skins supply  
40.9 million hides and 225.0 million Sheep and goat skins per annum
- However, the leather industry's contribution to manufacturing output in the region is less than 1.0 percent

Not only does this sector have an excellent and renewable resource base, but it is also labour-intensive with the potential to be a major source of employment all along its supply chain Ethiopia Being ranked first in Africa in its livestock population

Although Africa's share of world trade in leather sector represents only about 1% , a great number of developing countries in Africa rank hides, skins, leather and leather goods in the top of exportable products. The above mentioned figures clearly shows the enormous potential and Africa could increase

	<p>contribution to the world trade. Until now the majority of African production has been limited to low value products whereas the share of value added leather and leather products are still very low. There are some parts of the world, particularly Africa, where suppliers of the raw material (hides and skins) and the derived products tend to not to have an image of being reliable providers of consistent quality material. Such an image has had a negative impact of the products from the affected regions</p> <p>Ethiopia have the largest livestock population in Africa and in addition the material due to its uniqueness in fiber structure arrangement and fineness of grain the Ethiopia highland sheep skin promoted as brand EHL</p> <div style="text-align: center;">  </div> <p>“Thin and yet strong “ <span style="float: right;">It is registered in Ethiopia, Japan, EU, and US</span></p> <p>A number of events geared towards promoting the image of the leather industry have been organized and implemented in recent years. Ethiopian leather Industries Association (ELIA) as part of the major stakeholders took the initiative strategy for development to promote the image of the African leather and leather products industry. In collaboration with Ethiopian government, international development partners and knowledge institutions. The Africa continental free trade agreement will enhance the growth and development sector in Africa.</p> <p>AALF considering the potential of the resource and the opportunity of growth through trade and investment the 13<sup>th</sup> edition serves as gathering point for all manufacturer and supplier in the sector. The 13<sup>th</sup> Edition will be held where</p> <ul style="list-style-type: none"> <li>• AfCFTA initiatives- i.e to create a single <b>continental</b> market for goods and services, with <b>free</b> movement of business persons and investments, and thus pave the way for accelerating the establishment of the Customs Union.</li> <li>• The <b>African Continental Free Trade Area (AfCFTA)</b> is a free trade area, outlined in the <a href="#">African Continental Free Trade Agreement</a> among 54 of the 55 <a href="#">African Union</a> nations.<sup>[2]</sup> The <a href="#">free-trade area</a> is the largest in the world in terms of participating countries since the formation of the <a href="#">World Trade Organization</a>.</li> </ul> <p><i>Duty-free, quota-free market access</i></p> <ul style="list-style-type: none"> <li>• Most developed countries grant either full or nearly full duty-free, quota-free (DFQF) market access to Africa, and an increasing number of developing countries have or are in the process of extending DFQF treatment to a significant share of imports from Africa (LDC’s).</li> </ul>
<b>Project Objective</b>	<ul style="list-style-type: none"> <li>▪ Provide practical exposure of African entrepreneurs in the industry to techniques of doing business with global partners.</li> <li>▪ Enhance contacts between African sellers of leather and leather products and buyers from around the world and integrate the continent’s industry into the global market intelligence network</li> <li>▪ Create global market opportunities for Africa’s upstream leather goods industry and enhance the continents benefits in exporting value added consumer goods of leather</li> <li>▪ Promote Africa’s cultural heritages and values as unique components of the continent’s offers of leather and leather products</li> <li>▪ Increase competitiveness of the African leather industry by bringing representatives of the important players in the value chain together to a common platform where they forge the principle of working together in a Pan African Competitiveness context.</li> <li>▪ Expose investment opportunities in the leather sector in Africa and build the image of the industry as a credible partner to work with. Create the supply link with manufacturer, attract input suppliers machineries, chemicals accessories components spar parts ....</li> </ul>
<b>AALF Vision</b>	To be leading leather fair in Africa strong presence in global leather and leather products market.
<b>AALF Mission</b>	To provide quality service based on the state of the Art and to contribute to the sustainable development, competitiveness and integration of the African leather sector. established and improved image of African leather and leather products in global market

<p><b>Who is it aimed at?</b></p>	<ul style="list-style-type: none"> <li>▪ Shoe Industry, Tanning Industry, Leather garment and goods Industries Sellers and buyers</li> <li>▪ Shoe, tannery, leather garment and goods machineries suppliers</li> <li>▪ Leather chemical, Shoes and Leather garments and Goods Components and accessories suppliers</li> <li>▪ Professional Associations, chambers</li> <li>▪ Knowledge institutions,</li> <li>▪ Clusters</li> <li>▪ Government support institutions, Investment promotion organization joint venture seeking organizations, investors</li> <li>▪ International Development Organizations</li>   <li>▪ City Administration, Regional administrations, schools</li> </ul>
<p><b>Trade Fair PARTICIPANTS</b></p>	<p>Tanners, leather goods producers, footwear producers, leather processing machinery producers, leather accessories and components suppliers, leather human resources development services and software suppliers, knowledge institutions in the leather and allied industries in general buyers and sellers</p>

<b>Project Mechanism (Strategy)</b>	<p>The project will use the following mechanisms:</p> <ul style="list-style-type: none"><li>▪ Mass invitations to prospective buyers and participant</li><li>▪ Promotional materials to be distributed at targeted international leather trade fairs</li><li>▪ Promotion posters, brochures, flyers and banners distributed and displayed at strategic locations</li><li>▪ Advertisements in local and international publications and news papers</li><li>▪ Listings in worldwide exhibition calendars, web sites and different portals</li><li>▪ Direct emailing to all possible participants</li><li>▪ Press releases and articles highlighting the trade fair</li><li>▪ Liaise with government ministries and international development partners</li><li>▪ Liaise with international development partners to mobilize more participants from African Companies</li><li>▪ Web site and Social network (its own website will be developed)</li></ul>
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**Evidence that the project is needed**

It is evident that most African countries are endowed with rich livestock wealth. This in turn has enabled the region to become world renowned for the supply of raw material for leather and leather products. As a result, the leather industry has become an important strategic sector enabling many of the African countries to enhance their industrial development initiatives. The sector has a renewable resource base which is attached to its abundant population of livestock. The sector is labor intensive, and it has also become a major source of employment throughout its supply chain in the region.

Based on the above premise and equally working towards increasing the share of the industry in the global market, it has become necessary to undertake various promotional and marketing initiatives by each African country as well as at the level of the African region comprising all players in the sector.

In this respect, the Ethiopian Leather Industries Association (ELIA) has taken the initiative and has organized the All African Leather Fair, an international event, to promote the African leather industry and to create an interface with its partners operating within the continent and around the world. The Fair is believed to offer the opportunity for business persons in the industry to meet, talk face to face and get immediate feedback on their business interest. In addition to this, it will enhance their access to innovations in the sector and to obtain new information vital for the growth of their businesses, networking with new global markets and will create a platform that will enable them to compare own products with others. Generally, it will provide a comprehensive forum for the business of leather, leather products and allied industries like chemicals, machinery, components and accessories.

Most of the countries that used to be the traditional centers of leather tanning and production of high quality leather goods in Europe had to gradually abandon the skill they have been associated with for several hundred years and outsource the finished products from other places as a result of rising costs of labor and tightening environmental requirements. This shift of the industry in search of better comparative advantages has continued to this day and countries like Germany, The United Kingdom, The Netherlands and France not only more or less have stopped processing raw hides and skins in any form but also they have reduced producing most of the leather goods they used to. Italy and Spain still finish leather from crust onwards to ensure compliance to the high standards of quality their finished products have achieved and meet with the turbulent fashion changes and production schedules in what is referred to as just-on-time supply chain. Even then, the preference for sourcing finished leather from outside their countries has become more and more a necessity as their own competitive advantages are getting depleted.

The shift that started within the traditional centers themselves has now reached the South East Asian countries with China and India now leading the production of leather and leather goods and growing so far. However, there are already clear signs that situations are getting less and less comfortable for the industry in these countries too as their standards of living increased at astonishing rates. It is not difficult to foresee our old industry will soon have to look for another destination, when Africa in general and resource abundant countries like our own Ethiopia will certainly become possible candidates.

Therefore, Organizing of specialized continental trade fairs like the All African Leather Fair that will, no doubt, serve as a vehicle to promote the opportunities Africa offers in this respect by creating a platform where the industry brings out its potentials to the market place and makes itself known as a choice, preparing its industry leaders for the upcoming surge, networking them with lead global players in the scene eventually to usher them into being the next global leather center.

Organizing of specialized leather fairs in Ethiopia traces back to successful records. The first international leather fair was held in January 1990 in Addis Ababa. It was known as the 1<sup>st</sup> PTA Leather fair and symposium held from 26 to 30 January of that year organized by the then National Leather and Shoe Corporation. The event brought together buyers and manufacturers of leather and leather products from the Preferential Trade Area, PTA, of the East African countries and their European partners. It was a successful event that proved Africa had potentials in the leather industry to reckon with.

Addis Ababa hosted another successful international leather fair in the year 2004. Meet in Africa 2004 held during October 6-9, 2004 welcomed 270 exhibitors from 20 different countries: 90 from the host country, 124 from other African countries and 55 from outside the continent. It was organized by our the Ethiopian Leather Industries Association, then the Ethiopian Tanners, Footwear and Leather Goods Manufacturers Association, in collaboration with the International Trade Center (ITC) and other partners. Then the All Africa Leather (AALF) is coming to the picture in 2008 up to 12<sup>th</sup> edition organized in Addis Ababa except the last two fair which ELIA organized with the partner 1<sup>st</sup> to 10<sup>th</sup> editions organized by ELIA. Now the next edition will be the 13<sup>th</sup> edition will be held on Addis Ababa Millennium Hall from.

Feb16-18.2023



The association is looking for partner to work in organizing All Africa Leather Fair in Addis Ababa  
 And Other selected Africa cities which have vast experience in organizing international leather trade fair. Considering the period the partner may come up with different proposal. Promoting the fair, working as Agent or different modalities

Partner companies Government institutions, development partners ,Private companies



