



## Bangladesh-made shoes, leather items much attractive

*BLLISS will inform western world how much Bangladesh progressed, says Picard MD*

Staff Correspondent

The 3-day BLLISS-2017 has got huge response from the buyers from home and abroad on the second days of the international exposition being held in Dhaka for the first time.

Around 70 international dignitaries including business leaders of 14 footwear associations from Asian countries like China, Vietnam, India, Hong Kong, Indonesia, Japan, Malaysia, Philippines, South Korea, Thailand, Myanmar, Taiwan and Cambodia are participating at the fair.

Visitors have said 'Made in Bangladesh' footwear products are lucrative for their quality and price competitiveness and for this more global footwear makers are entering into Bangladesh while many are increasing their sourcing volume from here.

To know more about Bangladesh-made footwear and leather products, a huge number of international buyers are visiting the fair.

Talking to the Bangladesh Post on

the venue of the BLLISS-2017, Md Saiful Islam, Managing Director, Picard Bangladesh Limited said "We are yet to send the message to western world that our country has the ability to produce and give more quality products. Our main purpose of organising BLLISS is to make the world know that we have diversified products and also show them our capacity of producing in our own factories. Besides, they would be informed about aspect of all compliance being complied by the local industry here."

Besides BLLISS-2017, Bangladesh for the first time hosted two-daylong CIFA 2017 where representatives from 16 countries were present. We also attended AGM of 36 International Footwear Conference. Foreign guests visited our city, they observed our industry growth, and this will keep our country go ahead, Saiful added.

Bangladesh is progressing, but they (foreigners) do not have the idea that our country's leather industry has also progressed. But with this showcase, they will be able to inform the world

about our products what they observed. "We are also observing some buyers movement. We are happy with this," he further said.

Replying a query regarding compliance issues, he said, "In Savar we have central effluent treatment plant (CETP). Our chemical, leather wastes are being refined and then pure water is going to the river. At present, CETP is working with almost 95 percent capacity. 150 tanners have shifted to Savar physically. And this will give us a very positive feedback, Saiful added.

Renowned international brands and footwear manufacturers like Timberland, Steve Madden, and Macy's of USA, Aldo of Canada, ABC Mart of Japan, Metallon of UK and Decathlon of France started sourcing footwear from Bangladesh. This mega exposition, though for the first time here, has created great hope among the local manufacturers as many foreigners are coming and inquiring about their products and quality. Many of them are also showing interests to visit their factories, manufacturers informed.

## Jute-based shoes getting popularity

*Says Badria Anis, Director, Tropical Shoe*



Staff Correspondent

In the recent time, the government is giving top priority to leather industry after RMG. So, we are here to make awareness through BLLISS that the buyers and international market can know more that we are having leather goods and footwear besides RMG.

Badria Anis, Director, Tropical Shoe Industries Limited told the Bangladesh Post.

"I think, besides leather, synthetic will gain popularity too. But now we are making schedules on leather goods, which is jute-based leather goods. This will be unique products

very soon and we will be able to keep RMG behind," she added.

"We always make sure that we are getting better leather and the rest of the products related to leather are totally eco friendly," said Badria.

"We are the pioneers in this products, our everyday capacity is 10,000 pairs which is 100% export based. Many jute based footwear are in the queue to come," she further said.

Our global demand can be recognized when we participate in the global exhibitions. Our products can be compared with foreign products. Definitely, government supports, cheap labor cost, good leathers everything helping us to get momentum

of our leather industry.

Nowadays we have better leather institutes, training institutes which only focus on leather industry, said Badria adding, "Our factory is already crossing 25 years. Now everything is being monitored and conducted by local people. We have capacity to make 7000 pairs per day.

Due to tax issues, we are unable to enter into some world markets. There are also some world markets where Bangladesh can grow beyond thinking. With the help of government, we already got duty-free access to Chili. Like this, if we can enter into Brazil that will be huge advantage for us.

LEATHER ENGINEERS & TECHNOLOGISTS SOCIETY, BANGLADESH H35



Md Afzal Hossain (2nd from right), vice president, and AKM Moshpiqur Rahman Masud (2nd from left), general secretary, Leather Engineers & Technologists' Society, Bangladesh and also managing director of Accenture Footwear & Leather Products Ltd, pose for photograph at the booth of the society at ICCB on Friday.

## Bangladesh has got into global map thru this fair: Riad

Staff Correspondent

Riad Mahmud, Honorary Consul of Georgia and Managing Director of Shoenviverse Footwear Limited, a LEED certified footwear manufacturer and exporter said, Bangladesh can fetch huge revenue by getting more orders for leather and footwear products if this fair continues every year.

"I think obviously our industry will grow", he added.

"Mostly, European and American buyers are here to visit the fair. They

are inquiring more on quality and productivity. We are ready to respond to their every query," Riad said adding, "We will have to build more capacity as we do not have to worry about orders. Bangladesh has already got into the global map through this fair.

To cope with the rising orders, we need to enhance the capacity to increase the number of skilled manpower as presently we don't have skilled people, technicians.

"But we believe, more people will engage with the rising demand. Our capability will rise in next five years,"

he added.

Universities have already started exclusive subjects on footwear and dedicated degree focusing this industry. Besides, there are some short-term courses recently started which will give a boost to the leather industry.

High-skill training, the government support will help boost this industry. We have our own training and development programmes for enhancing capacity of the workers.

"Through our own trainings, we are turning unskilled people into skilled labours, he added.



## Bangladesh has high prospects for leather industry

*Shakhawat Hossain, Director, Craftsman*

Staff Correspondent

Bangladesh has high prospects for leather industry and considering this Prime Minister Sheikh Hasina has already announced leather as 'Product of the Year'.

Shakhawat Hossain, Director, Craftsman Footwear and Accessories Ltd said while talking to the Bangladesh Post at the venue of BLLISS at International Conference Centre Bashundhara in the capital on Friday, the second day of the 3-day exposition.

The government has also taken initiatives to increase the export volume of leather goods and footwear products through providing various incentives and facilities to the leather and footwear manufacturers and exporters. Besides, non-leather footwear items are also getting support for diversifying product as well as export baskets, he added.

Good news is that some Asian countries are now forwarding order to our country for competitive prices and labour costs. We would be able to tap this prospect provided the stakeholders as well as the government work appropriately and timely.

"Our advantage is that we have good collections of leathers, raw hides, from that point of view we can fetch more foreign buyers in the coming

years," Shakhawat added.

Purpose of this showcase is to gain more access in European and Japanese markets. Besides, we also trying to get some non-traditional markets like Australia, America besides South America, he informed.

"We don't have enough capacity, but now we have capacity and day-by-day more capacity is being built. Our association has a training centre at Gazipur from where we are getting

skilled manpower. Modern leather technologies are also coming forward and our entrepreneurs are updating their factories with high-tech machineries. We have more aspects to go further.

"Skilled manpower, working environment, good leather sourcing are necessary to expand the industry globally. We already have green factories, which will lead us towards international buyers.



## Modern technology can help footwear industry grow

*Tipu Sultan Bhuiyan, Managing Director, ASK*

For the first time, finished footwear products are being showcased in this fair. Many international buyers and visitors came here to observe our finished products. This will help us to export more.

Our export volume is growing gradually with the help of modern technologies. But some of us are still unaware about modern technologies. We have to help each other to grow, to produce more quality products.

Four years back, we focused on leathertech. We arranged a show with 60 foreign participants. And today there are 171 stalls in the fair. 150 foreign participants from 15 countries have come here. Modern technology and spare parts of machines are being showcased here. Using these modern technologies and equipment, the quality of the products will increase. We believe if the government helps properly we will be able to export \$5 million in 2021.



Officials of Bengal Shoe Industries Limited including Nafisa Mostari, Manager (Merchandiser & Supply Chain) pose for photograph at the booth of the company, on the venue of BLLISS-2017 at ICCB, on Friday.