



BRAZILIAN LEATHER EXPECTS TO MARKET US\$ 400 MILLION AT THE 2017 EDITION OF APLF LEATHER

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by
**Brazilian
Leather**



Some of the biggest decisions that impact the world's leather sector year-round are made at the APLF Leather & Materials+ trade fair, which will soon take place in Hong Kong from March 29 to 31. Business and relationships are the focus of the event, which this year welcomes 38 Brazilian companies. The companies will be showing their hides with the support of the *Brazilian Leather* project - an initiative of the Centre for the Brazilian Tanning Industry (CICB) in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) to encourage leather exports. Brazil expects to market US\$ 400 million at the 2017 edition of APLF Leather.

At APLF Leather & Materials +, everything is superlative: 20 thousand people are expected to visit almost one thousand exhibitors. "It is the largest trade fair in the sector, where Brazilians do the most business. It's only natural that Brazilian Leather participates prominently in the event", says CICB's executive president José Fernando Bello, who will also carry out an agenda of meetings with leather entities and representative bodies.

Brazilian Leather programming starts on the eve before APLF kicks off, with a preparatory meeting for all the supporting exhibitors in which strategic fair data will be outlined and useful information for business promotion divulged. In the following three days, when the doors are open to the public, Brazil's agenda extends itself to focus on business. According to Rogério Cunha, from CICB's Commercial Intelligence, APLF 2017 should guide the leather market for the coming months. "The beginning of this year has not yet brought us certainties about the international state of affairs, so we should have a clearer scenario based on what the fair presents to exhibitors," he says.

And for Brazil to stand out in this mosaic of dozens of nations on exhibit at APLF, specific marketing and communication actions were prepared, as reported by Brazilian Leather's project manager Leticia Luft. Standardization of Brazilian stands, installation of banners about Brazil at the Hong Kong Convention Center (where the fair takes place) and guided media insertions are among the actions that should help to enhance participation in Hong Kong. "We will also have an exclusive space for the CICB project at the fair, in which hides developed for *Preview do Couro* (Leather Preview) will be presented. They are articles with a hint of design and show the world the creative and sustainable face of Brazil in this segment," she emphasizes.

See below the Brazilian Leather exhibitors at this edition of APLF:

- Agro Latina
- America Leather
- Apucarana Leather S/A
- Best Brasil
- CBR Group – Couros Bom Retiro
- CICB - Brazilian Leather
- CMC Leather
- Coming Ind. Com. de Couros
- Curtume Krumenauer
- Couro & Arte
- Couro do Norte
- Courovale By BCM
- Curtidora Ribeirãozinho
- Curtume A.P. Muller
- Curtume Bannach
- Curtume Cacique
- Curtume Della Torre
- Curtume Ideal
- Curtume Nimo
- Curtume Santo Antônio
- Durlicouros Indústria e Comércio de Couros
- Euro-America International Freight Forwarders
- Forma Brasil
- Fuga Couros S/A
- Gobba Leather
- H.Y. Leatherex
- Hason International
- Induspan
- Indústria de Peles Pampa
- JBS Couros
- Kromatica
- Liderkoll
- Luiz Fuga Indústria de Couros
- Minerva Leather
- Minuano Indústria de Peles – Grupo Minuano
- Pacific Leather
- Soubach Special Leathers
- Union Leather & Ritti