



LEATHER: BRAZIL PARTICIPATES IN THE WORLD'S LARGEST LEATHER FAIR IN HONG KONG

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by
**Brazilian
Leather**



Global leather trade's biggest event ended on Friday, March 31st in Hong Kong. The APLF Leather & Materials + fair was attended by 38 Brazilian companies with the support of Brazilian Leather - a project that encourages leather exports and is developed by the Centre for the Brazilian Tanning Industry (CICB) in partnership with the Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

In addition to the business agenda, market directions and trends were the main points highlighted by the Brazilian exhibitors. "The weeks leading up to the fair had their share of market uncertainties, but we managed to make deals with fair prices at the fair. Visitation was good, with people specifically focused on buying leather," said Rafael Mariño, export manager at Coming Tannery.

For Diego Nimo, from Nimo Tannery, APLF Leather's high international level is a relevant opportunity to evaluate the competitiveness and the global panorama of the leather sector. "We noticed that there is an ever-increasing tendency of adding value to the product. It involves a slower process in client relationships and results, but it encourages loyalty," he says. For Nimo Tannery, APLF Leather resulted in both the establishment of new partnerships and the confirmation of previously established contacts.

Apucarana Leather, whose main markets are in the automotive, furniture and artifact segments, received significant visitation from Chinese and South Korean customers. "It was a good fair, and we received already established customers for the most part, but also made some new contacts" says Umberto Bastos Sacchelli Neto, director of the company. Sacchelli's impression is shared by Mateus Arantes and Francisco Arantes, of Cacique Tannery. They point out that relating with known clients is always a positive aspect of the fair, as well as the opportunity to meet new ones.

Evandro Durli, president of Durli Leathers, rated the fair as positive, seeing a warmer market and higher demand than was observed in 2016. "It is necessary, however, to adjust values so that Brazilian leather gains competitiveness in the international market," he said.