

## گشتی در دنیای نمایشگاه‌های داخلی و خارجی

نام نمایشگاه	موضوع	مکان برگزاری	تاریخ شمسی	تاریخ میلادی	آدرس الکترونیکی
<b>تیر ۸۹</b>					
Malaysian Footwear Expo 2010 نمایشگاه کفش مالزی	کفش و لوازم جانبی و ماشین‌آلات	کوالالمپور-مالزی	۱۷-۱۹ تیر	۸-۱۰ ژوئیه ۲۰۱۰	www.malaysianfootwarexpo.com
پنجاه و هفتمین نمایشگاه بین‌المللی بازرگانی دمشق	بازرگانی	دمشق-سوریه	۲۳ تیر تا اول مرداد	۱۴-۲۳ جولای ۲۰۱۰	
دوازدهمین نمایشگاه بین‌المللی کفش، کیف پوست و چرم، ماشین‌آلات و صنایع وابسته ایران-تبریز	ماشین‌آلات، صنایع و محصولات پوست و چرم، صنعت کیف و کفش	تبریز-ایران	۲۰ تیر تا ۲ مرداد	۲۱-۲۴ جولای ۲۰۱۰	www.tabrizfair.ir
<b>مرداد ۸۹</b>					
WSA دبلیو اس آ	کفش و لوازم جانبی	لاس وگاس-امریکا	۸-۱۰ مرداد	۱ اوت تا ۳ جولای ۲۰۱۰	www.wsashow.com
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<b>شهریور ۸۹</b>					
All China Shoe-Tech شوتک چین	ماشین‌آلات کفش و مواد اولیه کفش و چرم	ونزو-چین	۵-۷ شهریور	۲۷-۲۹ اوت ۲۰۱۰	www.donnor.com
CSLF) Synthetic Leather Fair) سی اس ال اف	چرم مصنوعی	ونزو-چین	۵-۷ شهریور	۲۷-۲۹ اوت ۲۰۱۰	www.donnor.com
China International Footwear Fair نمایشگاه بین‌المللی کفش چین	کفش و لوازم جانبی کفش	شانگهای-چین	۱۰-۱۲ شهریور	۱-۳ سپتامبر ۲۰۱۰	www.aplf.com sales@aplf.com
MODA Shanghai مدا شانگهای	مد چرم و محصولات چرمی	شانگهای-چین	۱۰-۱۲ شهریور	۱-۳ سپتامبر ۲۰۱۰	www.aplf.com sales@aplf.com
All China Leather Exhibition چرم چین	چرم	شانگهای-چین	۱۰-۱۲ شهریور	۱-۳ سپتامبر ۲۰۱۰	www.aplf.com sales@aplf.com
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MICAM میکام	مد کفش	میلان-ایتالیا	۲۸-۳۱ شهریور	۱۹-۲۲ سپتامبر ۲۰۱۰	www.micamonline.com

◀ تهیه برنامه‌های نمایشگاهی: محبوبه کریمیان

مدیران تصمیم گیر، به جای آماده شدن برای پیاده سازی ایده‌های بزرگ و هدف قرار دادن نتایج برجسته سعی می‌کنند از اشتباهات بزرگ اجتناب کنند.



Ali lashgari: "all the price rise resulted from inflation shouldn't be imposed on the consumer"

Assomes has a very important role in this year's exhibition. One of the most important analytic speeches was delivered by ali lashgari in the opening ceremony. He analyzed the market situation of shoe industry. He explained the place of shoe cost in the family basket and said: "one important question in the existing situation of shoe industry is that why the consumer shoe cost quota in the family basket is too low and even this rate has decreased in the past few years."

"This rate was about 2- 2.5 percent and now it reaches to 1.4 percent which is a very low rate and of course answering to this question needs a group consultation. The public situation of the market in 1388 was stagnation with price decreases which means last year the price growth was less than before; but this year in exchange, artisans should be expecting stagnation with price rise. The experiences show that if producers want to transfer the inflation increase to the consumers and receive the price rise from the consumers; this will increase the stagnation. There is a serious difference between last year's stagnation and this year and again experiences show that in the case of not paying enough attention, the artisans will be damaged", he added.

He continued: "with a closer look to The changes of 1388, we will notice that in the last year, the decrease of products' prices especially imported raw materials has provided a golden opportunity for producers which unfortunately, the Iranian producers didn't pay attention to this opportunity, this is while they could improve their situation by the domestic surgery of their own industries. And if they don't pay attention to the situation of this year and impose the price rise on the consumers, doubtlessly the industry will be seriously damaged."

He said: "I emphasized over and over that the shoe industry needs two important things to get rid of this situation. These two principles are the correction of production structure and the correction of distribution structure."

On the correction of production structure, the improvement of technical situation and promotion of productivity are among the points which should be considered and in relation to the correction of distribution structure, this point is important that selling on consignment basis which had belonged to 15 years ago and happened to be useful at that time, is not efficient anymore and in the existing situation, according to the conditions of the producers, selling on consignment basis and providing the liquidity of the distributors by the producers is one of the challenges which the shoe industry will be faced and eventually it leads to the point that domestic market producer will offer himself to the foreign producer.

The issue of distribution network and also importing

foreign products was among the important points which lashgari tried to emphasize and studied the effects and influences of them on each other and on shoe market in his speech. He said in this regard: "among the opportunity which had been created because of price decrease, forming the new wave of foreign shoe import with reputable brands was one of the other difficulties which challenged the shoe artisans in the last year. This new wave under the name of reputable brands is the continuation of the first wave called smuggling in the most cases which this time has been created in more appropriate form and with the prices more than 10 \$. But this time, the modern distribution network helps this section and a situation has been provided for them so that they can sell at much more expensive prices than their buying prices at those networks."

Lashgari said in this regard: "some of these events are the results of the late reaction of the producers to the changes of the market, unaware of the fact that most of these products which have been imported to our country and are sold 3 to 4 times more than a price that an Iranian producer can produce and this has ruined both domestic production opportunities and has imposed an expensive product to consumers."

Lashgari said at the end: "now considering productivity is one of the important principles which the managers should take into consideration and in this direction, the expert human force can help the correction of the production and distribution structure."

He mentioned the presence of the shoe industry students in this exhibition and said: "mehr of the last year, the first students of the shoe course were attracted to the university and they are finishing their second term and new students will be attracted to the university in this shahrivar. The presence of the students in different sections of industry could be useful; thus we ask shoe artisans to provide a suitable ground for the presence of the students and graduates of this course to expand training of this course and at result, promote shoe industry."

Mr. salimi, the group manager of shoe course in the university, has pointed out the presence of the students in this exhibition and said: "the titles of this course is completely specialized and due to this fact that these students are attracted by their expertise, there is a good relationship between their work and education and we hope that by strengthening their presence, we pave the way for them in different positions of the shoe industry."

Mr. mardani, the deputy of the textile office of industries ministry, was the last one who delivered his speech. He mentioned two important points in his speech. First he said that the increase of shoe export in the last year was hopeful and continued: "the shoe export in the last year has reached to 120 million \$, while this number in the previous year was more than 85 million\$."

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## The third specialized exhibition of mashhad shoes and leather

In today's world, exhibitions are more than just a showcase for industrial findings; they are mostly a place for business interactions and according to the speed of changes of today's world, if these exchanges and interactions decrease, definitely entrepreneurs cannot have a bright future.

Bags, shoes, machineries and related industries are considered native industries of Iran; although in machineries part like other industrial parts, there are many dependencies to abroad and countries like Italy, France, and Korea. But in industrial section, these have been our country's native industries long time ago which have created very appropriate job opportunities especially in human force section; although, during the past few decades, based on our wrong industrial policies, most of the existing job opportunities have been replaced by foreign products, but due to our country's industrial structure which more than 80 percent of our country's industries are small and medium size industries; these industries are of great importance.

In this situation, doubtlessly, using exhibition as a means to expand trade exchanges is one of the strategies which have a long way to reach the ideal point.

In this direction, this year, the third exhibition of bag, shoe, leather and related machineries was carried on in mashhad from 5th to 8th of khordad. In this report, we are trying to picture a perspective of the different dimensions of this exhibition for the readers of the shoe industry magazine.

The director of the mashhad trade union: "smuggling is an impediment to the health of market"

These days when we talk about smuggling and cheap products, immediately everyone think about Chinese products. In this direction, the director of the trade union said at the opening ceremony that in his view, the most important priority is to make the market environment healthy.

He said in this regard: "making the environment healthy and getting rid of smuggling is the most important guild request of all artisans; because in the existing environment, our producers are not able to compete; the principle of competition is health and because our producers are competing in an unhealthy and uneven situation, it is normal that they cannot reach their goals and this is a huge impediment to shoe and leather industries and their related industries."

Due to the importance of this issue, his only request from industry managers was to provide a healthy environment for the Iranians producers.