

COMESA Leather and Leather Products Institute (COMESA/LLPI)



Leather for Health, Wealth and Luxury!

Mission Report

On

Zambia International Trade Fair 2015

**July 1- 7, 2015
Ndola, Zambia**

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July 2015

1. Introduction

Recognizing the importance of Trade Fairs on creating market linkages and experience sharing in the Region, COMESA/LLPI fully sponsored nine Export-Oriented SMEs involved in the leather sector from five COMESA/LLPI Member States, namely from Eritrea, Ethiopia, Kenya, Sudan and Zambia, to participate in the 51th Zambia International Trade Fair 2015 that was held during July 1- 7, 2015 in Ndola, Zambia.



Figure 1: Partial View of Sudan and Eritrean Participants

The distribution of participants from five countries was as follows:

Country	Participants	Enterprise	Address
Eritrea	Bilal yassin	Asmara Pickling Tannery PLC.	
Ethiopia	Mulualem Nigusse	Ethio-International Footwear Cluster Cooperative Society (EIFCCOS)	mulushka@gmail.com eifccos2@gmail.com
Kenya	<u>Maurice Nzuki</u>	Kyee Creations	nzukimaurice@yahoo.com

Sudan	ABDALLA IBRAHIM ADAM BAHR	B.R.T Footwear factory	brt33807@gmail.com
Zambia	Moriah	Moriah Leather Footwear Industries	Moriahleatherfootwear7@yahoo.com
	Mr. Preston Viswamo	Copperbelt Leather Industry Cluster	pviswamo@yahoo.com
	Idah Shawa		shawakaela@gmail.com
	Andrew S. Chihungu	Chihungu Creations	chihungucreations@gmail.com
COMESA/LLPI	Mr. Awlacheu Sintie	Information System Expert	awlachews@comesa-llpi.int



Figure 2: Partial View of Zambian participants and Exhibitors



Figure 3: Partial View of Ethiopian (EIFCCOS) Participants during the Trade Fair



Figure 4: Partial View of Kenyan Participant During the Fair

2. Objective

The objectives of sponsoring export-oriented SMEs to participate in the 51th Zambia International Trade Fair 2015 were to:

- Allow SMEs explore the regional market potential;
- Allow sharing of experience and good practices among SMEs;
- Create market linkages with other business partners.

3. Results and Discussion

To evaluate the Zambia International Trade Fair (ZITF) 2015 in terms of achieving objectives, questionnaire was prepared and distributed to participants to express their filling about the Trade Fair. The questionnaire contains both open ended and closed ended questions. The questionnaire contains questions related to participants' expectations about the Trade Fair, achieving of participation objectives, advantages of participation, business expansion as the result of participation, business opportunities

gained, and responsibilities of the respective companies, countries, COMESA/LLPI and other supporting organization.

Summary of closed ended question which are rated 1-5 (1 being the minimum and 5 being the maximum) was illustrated in Table 2. Except few items, most of the ratings of participants were above 4.0. This shows that objectives of participation of the Fair have been achieved. However, the average rating on accessibility and location of the Trade Fair was given lesser score (3.33) indicating that the location of the stand was not as expected in terms of accessibility and visibility to visitors. This, in turn, affected negatively the expectations of most participants. This was resulted from late application and registration to participate in the Trade Fair; and it should be avoided in the future plan to participate in other related regional trade fairs.

The result also showed that domestic and import trade expansion after participation in the Trade Fair were assumed to decreased justifying that the objective of export promotion has been achieved.

Table 2: Summary of Participation Survey Results

Questions	Average Score
Expectations During the ZITF 2015	
How much you were satisfied with ZITF?	4.00
The content and form of ZITF Regulation?	4.50
Accessibility and location of the Fair	3.33
Has your expectation been met?	3.67
Has attendance at ZITF changed your business behavior?	4.83
Do you believe the participation leads to a change in your product line or quality	4.83
Objectives Achieved by Participating in the Fair	
Making new business opportunities	4.80
Strengthening the existing business contacts	4.00
Know better position of own company in the market share	4.20
Overall achievements in meeting your objectives	4.20
Advantages gained by Participating in the Fair	
Creating new business ideas related to the sector	4.67
Gaining new business experiences related to the sector	4.33
Return on general competitive advantages	4.00
Do you think that your trade will expand as a result of your participation?	
Domestic?	3.40
Import?	2.50
Export?	4.50

Participants' comments towards achieving participation objectives have been revealed in terms of:

- Test and paying capacity of the Zambian buyers have been identified;

- Recommendations on product diversification have been forwarded by participants and visitors;
- SMEs tried to gage the quality of their respective products with each other;
- Zambian participants had the opportunity to be visible to the local community, funding and supporting agencies, and also government bodies;
- Participants from Eritrea and Ethiopia have identified that there is a hungry market of Leather and Leather Products in Zambia and considered the idea of exporting leather and leather products and investing on Tanneries and footwear factories.

Sharing of experiences in terms of product design and manufacturing and getting sales orders were of some of the advantages gained through participation. Imports of inputs and other accessories used to be made outside of Africa which resulted in deterioration of regional market linkages and product diversification. Participants also admitted that because of branding and packaging limitations, their products used to be limited in the local market only.

To improve the regional leather and leather products design, manufacturing and trading, participants have suggested that SMEs, the Government, COMESA/LLPI and other supporting organizations should play their own respective roles. SMEs should take capacity building of Employee/ Employees in terms of training to improve productivity and quality of products followed by increasing the accessibility of their products in the market. The respective Government should also support SMEs in terms of establishing incubation centers of leather and leather products design and manufacturing, organizing national leather trade fairs, facilitate loans to purchase machineries and inputs, and avoiding tariff and non-tariff barriers of trade. COMESA/LLPI, as a regional organization, is supposed to provide technical support, training and capacity building support, and organize leather trade events and consultation workshops. The above supports can also be backed by other funding and supporting national, regional and international organizations.

4. Conclusion and Recommendation

The Trade Fair has given a great deal of opportunities for participants in terms of exploring the regional market potential, experience sharing in the product design and manufacturing, and creating market linkages with business partners in the leather sector.

One cited limitation of the Trade Fair was that the stand given by the organizers was a bit hidden and not as such easily accessible by visitors. This is recommended to be addressed in the future by involving COMESA/LLPI country unit representatives of the respective host country in selecting and securing the appropriate place.

To see the real market taste of the people, it is highly recommended participants to bring products that can be sold during trade shows in addition to bringing sample products.

The main objective for COMESA/LLPI to sponsor SMEs to participate in the regional trade fairs is to create market linkages and experience sharing. Those who get a chance of participating in such trade fairs are expected to maintain the market linkages created during trade fairs to the extent participating with their own expenses.

Finally, COMESA/LLPI is supposed to make follow up of market linkages created to be maintained.

Annex I : Evaluation Questionnaire

Trade Fair Evaluation Questionnaire



Zambia International Trade Fair (ZITF) 2015 Participation

July 1 - 7, 2015

Ndola, Zambia

1. General Information

1.1. Name of the Company (SME) _____

1.2. Address of the Company

Country _____ Town _____

E-mail _____

Telephone (landline and cell phone) _____

1.3. Experience in leather sector (in years) _____

1.4. Type(s) of leather production engaged in: _____

1.5. Leather exhibition attendance in years and places

a. Year _____ Place _____

b. Year _____ Place _____

c. Year _____ Place _____

1.6. Your Expectations during the ZITF 2015 Events

- How much you were satisfied with ZITF?
- The content and form of ZITF Regulation?
- Accessibility and location of the Fair
- Has your expectation been met?
- Has attendance at ZITF changed your business behaviour?
- Do you believe the participation leads to a change in your product line or quality

Your Opinion				
1	2	3	4	5
<hr/> 1 Poor – 5 Excellent				

- Any other Comments

1.7. Objectives Achieved by Participating in the Fair

Your Opinion				
1	2	3	4	5

- Making new business opportunities
- Strengthening the existing business contacts
- Know better position of own company in the market share
- Overall achievements in meeting your objectives

1 Poor – 5
Excellent

- Please provide some examples:

1.8. Advantages gained by Participating in the Fair

- Creating new business ideas related to the sector
- Gaining new business experiences related to the sector
- Return on general competitive advantages

Your Opinion				
1	2	3	4	5

1 Poor – 5 Excellent

- Please provide some examples:

1.9. Do you think that your trade will expand as a result of your participation?

Your Opinion				
1	2	3	4	5

- Domestic?
- Import?
- Export?

1 Poor – 5
Excellent

- Any other Comments

2. Explain the business opportunities that your enterprise has benefited from ZITF 2015 participation?

2.1. How many partners did you meet?

1 to 5 6 to 15 16 to 30 more

2.2. Can you make rough estimation the amount of business developed as a result of your participation?

- Regional/Africa US\$ _____
- International US\$ _____
- With which countries? _____

2.3. Any other Comments

3. Would you agree to participate in another event of that kind at your own expense?

Yes

No

4. What should be done to improve trade in leather and leather products in your region? By:

i. Your Company:

ii. Your Country:

iii. COMESA/LLPI:

iv. Other Organizations (e.g. Government s, International Organizations, Banks, etc.)

Thank you for Your Cooperation!!