

COMESA-Leather and Leather Products Institute (COMESA-LLPI)

COMESA-LLPI Conducted a Regional Leather Trade Information Training Workshop for the COMESA Sub-Region and Launched its website

The COMESA/LLPI conducted a Regional Leather Trade Information training workshop here in Addis Ababa, at the Ethiopian Red Cross Society Training Institute, from September 25 to 27, 2012, in collaboration with ITC. A total of 12 trainees from 6 COMESA/LLPI member countries, namely Ethiopia, Kenya, Malawi, Sudan, Uganda and Zambia attended the training. The trainers were from COMESA/LLPI (2 trainers) and ITC (2 trainers).



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The Twenty Third Meeting of the Board of Directors of COMESA-LLPI was held

The Twenty Third Meeting of the Board of Directors of COMESA-LLPI was held at the Institute's Conference Hall on 13th -15th August 2012.

The meeting was attended by the Board members from Ethiopia, Kenya, Sudan, Zambia, and COMESA Secretariat (an ex-officio member of the Board). The meeting was opened by the incumbent Chairman, Dr. Charles Moturi (Kenya), who welcomed the Board members especially the panelist and the representative of the Secretary General of COMESA. He invited the board members and other partners to introduce themselves as some of the members are new to the Board meeting.

The Acting Director of COMESA/LLPI, Mr. Zewdu Kebede made a welcoming message to the Board of Directors and partners. In accordance with Rule 24 of the Board of Directors, the Board discussed on 13 agenda items and adopted the Report of its Twenty third Meeting that was adjourned on the 15th August 2012 at 19:00 hours.

**Leather Related News in Brief from Africa**

- Huajian Expected to Invest \$2 Billion in Ethiopia
- Six Mini Tanneries to go Operational Soon in Kenya
- Tannery of the Year" Award Competition for the Year 2012-13 Announced
- Smuggling Hits Uganda's Hides and Skins Industry
- Three Companies have been Chosen to Supply Chemicals to Ethiopian Tanneries

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SPECIAL
ISSUENext Issue
Dec. 2013*"Export Oriented Production and Marketing"*



ACTING DIRECTOR'S MESSAGE

Welcome to this special issue of the Newsletter of the COMESA-Leather and Leather Products Institute (COMESA/LLPI). The Newsletter is intended to provide, not only information of interest on technical topics and recent events in leather sector, but also to serve as a forum for exchange of views and thinking in leather related issues of global and regional dimensions.

The COMESA/LLPI, since 2010, has started to implement its 5-years "Medium Term Strategic Plan". The Institute is tasked with the job of promoting productivity, competitiveness, trade and regional integration in the leather industry through the provision of human resources development, investment and trade promotion, research and development, consultancy and extension services, information collection and dissemination and other cross-cutting activities, which are in line with the LLPI Charter and COMESA Treaty Protocol, in cooperation with regional institutions and organizations.

In this special issue, you will read about the Regional Leather Trade Information Training Workshop, COMESA/LLPI co-sponsored 5th All African Leather Fair (AALF) 2012; some leather related news from Africa, the application of Internet and World Wide Web in marketing, and definitions of common terminologies of shoe parts. Also in this first issue, a list of major trade shows, fairs, exhibitions, and expositions of leather and leather products, leather machinery & technology for the period October to December 2012 around the globe and other valuable information are presented. We hope that our readers will find the information that we have gathered, to be both interesting and informative.

As always, we welcome comments and suggestions.

Sincerely,

Zewdu Kebede

Acting Director, COMESA/LLPI

"Export Oriented Production and Marketing"

Leather Related News . . .

(Continued from page 1)

Huajian Expected to Invest \$2 Billion in Ethiopia

The Chinese shoe manufacturer “Huajian International Shoe plc”, one of China’s biggest shoe manufacturers, announced its plan to invest up to 2 billion US dollars in Ethiopia to manufacture shoes for the European and North American markets. The Huajian factory is part of the Chinese constructed industrial park located at some 40 km south of Addis Ababa. Helen Hai, representing Huajian, said that the factory began production in January 2012 and currently has 600 employees.

To attract investors, the Ethiopian government is offering four-year tax breaks, cheap land and free electricity to investors in the industrial zone

(Source: Ethiopian Business News).

Six Mini Tanneries to go Operational Soon in Kenya

The Kenyan Government has announced that six mini leather tanneries, set up in different parts of the country to increase domestic leather production, would commence operations by July-end. The six tanneries developed at a cost of Sh 25 million each, under the economic stimulus programme, are set up in Wajir’s Buna, Makueni’s Wote, Garissa, Mogotio, Isinya and Kanduyi regions of the country. Each factory will have a weekly production capacity of 1,000 hides. According to the Kenya Leather Development Council (KLDC), the new tanneries would lead to increased production of footwear and other finished leather items by domestic producers. It is known that Kenya has currently 13 tanneries in operation.

(Source: <http://www.fibre2fashion.com/news/textiles-business-news/newsdetails.aspx?newsid=111550>)

“Tannery of the Year” Award Competition for the Year 2012-13 Announced

The “Tannery of the Year” competition, aiming to find the best examples of tanneries across the world, that have built the principles of corporate social responsibility into their way of working, was the World Leather Magazine’s initiative started in 2009. It was/is planned to be carried out in the course of each 18-month Tannery of the Year cycle. For the purpose of competition, tanneries were/are categorized by region, namely Africa, Americas, Asia excluding China, China, and Europe. The performance of tanneries was/is evaluated based on the six principles underpinning the competition: commitment to innovation, to environmental best practice, to their workers, to the communities with which they share resources, to maintaining strong relationships with suppliers and customers and to financial sustainability.

It is to be recalled that the first competition was held on March 29, 2010 in Hong Kong in which the “Ethiopia Tannery Share Company” emerged as the winner of both the overall global “Tannery of the Year” and the regional award for Africa. The second cycle was in Shanghai on September 6, 2011 where Heller-Leder from Germany was named as the global Tannery of the Year for 2011 and Nakara, Namibia stood as regional winner from Africa. The upcoming third cycle selection and awards evening is announced for March 2013 to be conducted in Hong Kong .

(Source: <http://www.leatherbiz.com>, www.fashionnetasia.com, http://en.wikipedia.org/wiki/Tannery_of_the_Year).

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COMESA-Leather & Leather Products Institute Co-sponsored 5th All African Leather Fair (AALF) 2012 Successfully Concluded

The 5th All-African Leather Fair (AALF-2012), co-sponsored by COMESA-LLPI with the Ethiopian Leather Industries Association (ELIA), that was held from March 1-3, 2012 at the Millennium Hall, Addis Ababa, Ethiopia was successfully concluded on 3rd March 2012.

The fair was officially inaugurated on 1st March 2012 by H.E. Mr. Tadesse Haile, State Minister of the Federal Democratic Republic of Ethiopia. He was accompanied by high ranking government officials, member of Diplomatic Corps, Interna-

ing companies were from African countries.

COMESA-LLPI-sponsored exhibitors included 7 Country Units from Member States: Ethiopia, Kenya, Malawi, Rwanda, Sudan, Uganda and Zambia and 21 private sector leather products enterprises from Sudan, Uganda, Zambia and Zimbabwe under the COMESA/LLPI/Programme for Building African Capacity for Trade (PACT II) Programme. COMESA-LLPI also sponsored 8 high ranking Government officials of mem-



Photo: partial view of visitors, exhibitors and representatives of National and International Organizations during the 5th AALF opening ceremony



State Minister Tadesse Haile Inaugurating the Trade Fair



tional Organizations and renowned leather sector representatives. The trade fair has brought together leather business company owners consisting of tanners, leather and leather products

manufacturers, importers and exporters of leather products, machinery and chemical firms from different corners of the world.

Some 142 tanneries and leather products transaction companies and enterprises from Ethiopia and comparable number of companies from 38 countries engaged in leather industrial development displayed their products at the trade fair. Among those enterprises from other parts of the world which displayed their products in the trade fair, 43 tanneries and leather manufacturing, selling and buy-



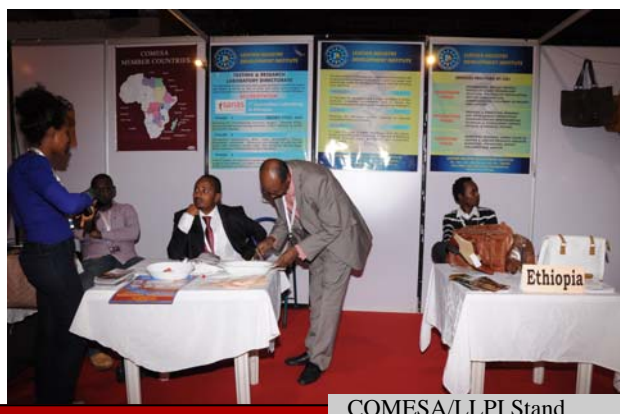
Zambia/COMESA/LLPI Country Unit Stand

ber States to attend this important leather trade fair in addition to the major objective of the planned workshop with LLPI Board of Directors and management staff.

Organizing of specialized leather trade fairs, similar to the All-African Leather Fair (AALF) 2012 will serve as a vehicle to promote the wealth that Africa has in the sector by



State Minister stopover at the Uganda and Zambia SMEs stands



COMESA/LLPI Stand

"Export Oriented Production and Marketing"

making a platform available whereat its endowed large live-stock population and exportable products and by-products could demonstrate its position as a major and attractive market for the leather sector.

The participating exhibitors were satisfied with the way the fair was organized and with the exhibiting result. In particular, the enthusiasm and concern of the participants to actively participate and to create new business ideas and gaining experiences was very impressive.

COMESA/LLPI Objectives for Event Sponsorship

a) Ethiopian Leather Industries Association (ELIA)

To fulfill the mutual objective of organizing an international forum whereby national, regional and global stakeholders of the leather industry share experiences, conduct seminars and buyer-seller meetings, foster their businesses and, particularly for ELIA, establish Addis Ababa as a "Regional Leather Business Hub".

b) Government Officials

To directly involve and inculcate upon the member States Government officials, through the trade fair and through the planned discussion with LLPI Board Directors and Management, the Institute's activities, programmes, coordination efforts, problems and challenges in order to lobby on behalf of LLPI, and ensure the full commitment and support from their respective Governments of the LLPI member States, and enable the Institute to fulfill its mandate in the development of the COMESA Region and each member State's leather industry.



Products display of the Kenya/ COMESA/LLPI country unit stand

c) Country Units Representatives

To provide the Country Unit representative exhibitors the opportunity to exhibit their respective Country's various leather products, supported by appropriate pictorials, brochures and flyers, and at the same time,

observe the different levels of leather sector development of other exhibitors, in this case coming from Europe, North and South America, Asia, Middle and Far East, Africa and Ethiopia, meet and discuss with colleagues and, of course, find markets for their products and suppliers for their inputs of

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chemicals, machinery, accessories, etc.

In addition to the All African Leather Fair (AALF) annual Editions, Ethiopia has a successful track record in organizing specialized leather fairs, one of which was the "Meet in Africa" 2004 Leather Fair.



Products display of the Uganda/ COMESA/LLPI country unit stand



Visitors stopover at the Sudan/COMESA/LLPI Country Unit Stand

More than 270 Ethiopian and international exhibitors and more than 3000 international visitors participated in that Fair. Other COMESA/LLPI members Kenya, Egypt, Sudan had their share of organizing the "Meet in Africa" Leather Fair



State Minister visiting the Zimbabwe stand

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Internet, World Wide Web, and Marketing

The Internet

One of the major reasons business, home, and other users purchase computers is for Internet access. The Internet is a widely used research tool, providing society with access to global information and instant communications.

The **Internet**, also called the *Net*, is a worldwide collection of networks that links millions of businesses, government agencies, educational institutions, and individuals. Each of the networks on the Internet provides resources that add to the abundance of goods, services, and information accessible via the Internet.

Today, more than one billion home and business users around the world access a variety of services on the Internet, some of which are the World Wide Web, or simply the Web, and e-mail are two of the more widely used Internet services. Other services include chat rooms, instant messaging, and VoIP (Voice over Internet Protocol).

Each organization on the Internet is responsible only for maintaining its own network. No single person, company, institution, or government agency controls or owns the Internet. The World Wide Web Consortium (*W3C*), however, oversees research and sets standards and guidelines for many areas of the Internet.

Connecting to the Internet

Many home and small business users connect to the Internet via high-speed *broadband* Internet service. Examples of broadband Internet service include cable, DSL, fiber, radio signals, and satellite.

Instead of using broadband Internet service, however, some home users and small businesses connect to the Internet via dial-up access, which is a slower-speed technology. *Dial-up access* takes place when the modem in your computer connects to the Internet via a standard telephone line that transmits data and information using an analog (continuous wave pattern) signal.

Internet Addresses

The Internet relies on an addressing system much like the postal service to send data and information to a computer at a specific destination. An **IP address**, short for Internet Protocol address, is a number that uniquely identifies each computer or device connected to the Internet. The IP address usually consists of four groups of numbers, each separated by a period. The number in each group is between 0 and 255. For example, the numbers 72.14.207.99 are an IP address. In general, the first portion of each IP address identifies the network and the last portion identifies the specific computer.

These all-numeric IP addresses are difficult to remember and use. Thus, the Internet supports the use of a text name that represents one or more IP addresses. A **domain name** is the text version of an IP address. As with an IP address, the components of a domain name are separated by periods.

IP Address 72.14.207.99
Domain name www.google.com

The World Wide Web

Although many people use the terms World Wide Web (WWW) and Internet interchangeably, the WWW actually is a service of the Internet. While the Internet was developed in the late 1960s, the World Wide Web emerged in the early 1990s. Since then, it has grown phenomenally to become one of the more widely used Internet services.

The **WWW**, or **Web**, consists of a worldwide collection of electronic documents. Each electronic document on the Web is called a **Web page**, which can contain text, graphics, animation, audio, and video. Additionally, Web pages usually have built-in connections to other documents.

A **Web site** is a collection of related Web pages and associated items, such as documents and pictures, stored on a Web server. A **Web server** is a computer that delivers requested Web pages to your computer.

Browsing the Web

A **Web browser**, or **browser**, is application software that allows users to access and view Web pages. To browse the Web, you need a computer or mobile device that is connected to the Internet and has a Web browser. The more widely used Web browsers for personal computers are Internet Explorer, Firefox, Opera, Safari, and Google Chrome.

With an Internet connection established, you start a Web browser. The browser retrieves and displays a starting Web page, sometimes called the browser's home page.

Web Addresses

A Web page has a unique address, called a **URL** (*Uniform Resource Locator*) or **Web address**. For example, the home page for the COMESA/LLPI Web site has <http://www.comesa-llpi.org> as its Web address. A Web browser retrieves a Web page using its Web address.

A Web address consists of a protocol, domain name, and sometimes the path to a specific Web page or location on a Web page. Many Web page addresses begin with <http://>. The *http*, which stands for *Hypertext Transfer Protocol*, is a set of rules that defines how pages transfer on the Internet.

Navigating Web Pages

Most Web pages contain hypertext or hypermedia links. *Hypertext* refers to links in text-based documents, whereas *hypermedia* combines text-based links with graphic, audio, and video links. Links allow you to obtain information in a nonlinear way. That is, instead of accessing topics in a specified order, you move directly to a topic of interest.

Searching the Web

The Web is a worldwide resource of information. A primary reason that people use the Web is to search for specific information, including text, pictures, music, and video.

The first step in successful searching is to identify the main idea or concept in the topic about which you are seeking information. Determine any synonyms, alternate spellings, or variant word forms for the topic. Then, use a search tool to locate the information.

Two types of search tools are search engines and subject directories. A **search engine** is a program that finds Web sites, Web pages, images, videos, news, maps, and other information related to a specific topic. A **subject directory** classifies Web pages in an organized set of categories, such as sports or shopping, and related subcategories.

Internet Marketing

The word marketing has two distinct meanings in modern management practice. It describes:

- *The range of specialist marketing functions* carried out within many organizations. Such functions include market research, brand/product management, public relations and customer service.
- *An approach or concept that can be used as the guiding philosophy* for all functions and activities of an organization.

The Internet can be applied by companies as an integral part of the modern marketing concept since:

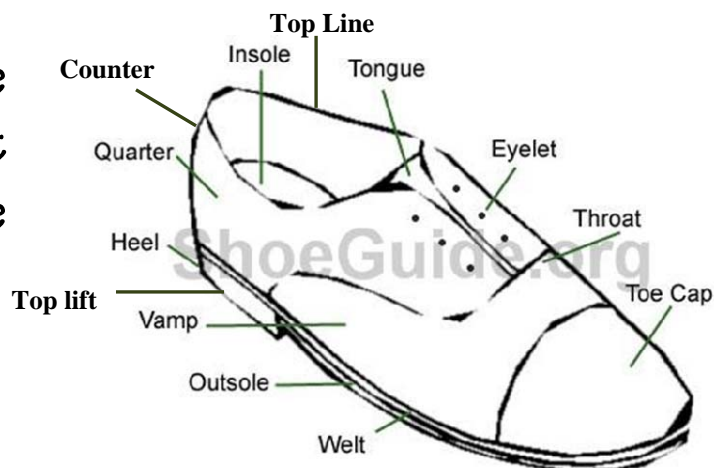
- It can be used to support the full range of organisational functions and processes that deliver products and services to customers and other key stakeholders.
- It is a powerful communications medium that can act as a 'corporate glue' that integrates the different functional parts of the organisation.
- It facilitates information management, which is now increasingly recognised as a critical marketing support tool to strategy formulation and implementation.
- The future role of the Internet should form part of the vision of a company since its future impact will be significant to most businesses.

Search Tool	Web Address
A9	a9.com
AlltheWeb	alltheweb.com
AltaVista	altavista.com
AOL Search	search.aol.com
Ask	ask.com
Bing	bing.com
Cuil	cuil.com
Dogpile	dogpile.com
Excite	excite.com
Gigablast	gigablast.com
Google	google.com
Lycos	lycos.com
MSN	msn.com
Yahoo!	yahoo.com
Ask	Ask.com

Widely Used Search Tools

Some Common Terminologies of Shoe Parts

Knowing the meaning of the terms associated with different parts of shoe can help to operate shoe business effectively.



- Counter:** Overlaid piece at the back of the upper
- Eyelet:** The smooth circular hole through which laces are thread through
- Heel:** The part of the sole that raises the rear of the shoe in relation to the front.
- Insole:** A piece of leather or other material between the sole and the foot
- Puff:** A light reinforcing inside the upper which gives the toe its shape and support (not indicated on the picture)
- Quarter:** The part of a shoe's upper that covers the sides and the back of the foot. In some shoe styles, the quarter is a separate piece that is sewn to the vamp of a shoe.
- Seat:** The concave part of the heel that fits into the shoe and into which the heel of the foot sits (not indicated on the picture)
- Shank:** A piece of metal inserted between the sole and the insole lying against the arch of the foot (not indicated on the picture)
- Outsole/Sole:** The piece of leather or other material that comes in contact with the ground
- Stiffener:** The inside stiffening of the upper, covering the heel and giving the back of the shoe support (not indicated on the picture)
- Throat:** The front of the vamp
- Toe cap/Toe box:** .. Helps add strength to the upper front of the shoe, an area that receives a lot of stress and wear from use.
- Tongue:**..... A strip that runs up the top-center of the shoe and sits on the top part of the foot. Nearly always found on shoes with laces.
- Top lift/Top piece:** . The bottom-most part of a shoe's heel, the part that comes in contact with the ground
- Top line:** The top edge of the upper
- Upper:** The entire part of the shoe that covers the foot (not indicated on the picture)
- Vamp:** The part of the upper that covers the front of the foot as far back as the joint of the big toe
- Welt:**..... A strip of material that joins the upper to the sole.

(Source: http://www.shoeguide.org/Shoe_Anatomy, <http://shoes.about.com/od/shoetermsglossary>)

Leather Related News . . .**(Continued from page 3)****Smuggling Hits Uganda's Hides and Skins Industry**

Uganda has the capacity to produce 1 million hides and 2.5 million skins which, if processed into finished leather, will save the country from huge import bill. Hides from Uganda are naturally of high quality, texture and heavy substance, making them suitable for the production of excellent leather products. Hides and skins are also some of the commodities that Uganda exports in its raw form. But if they were processed into finished products like bags and shoes, the country would earn more revenue. To discourage the exportation of raw hides and skins, government introduced 80 cents of a dollar tax levy on each kilogram of raw hides and skins exported. This was in a bid to promote the local industries and also attract investors.

However, increased smuggling of hides and skins is hindering government's efforts to develop the local leather industry. Traders turned to smuggling the hides and skins (raw) through Rwanda and the DR Congo where there is no tax. Experts say that if this vice continues, the local tanneries, which are gradually picking up, may find it hard to access raw materials to produce value added leather. Consequently, the country is at the verge of losing out huge foreign exchange should the industry collapse.

Uganda earns about \$16 million revenue annually; yet this could be boosted to over \$20 million if the country was fully exporting value added hides and skins commonly known as "Wet Blue".

(Source: Daily Monitor cited by submit@in2eastfrica.net)

Three Companies have been chosen to supply chemicals to Ethiopia

The government of Ethiopia has selected three international companies, namely Tancuir Chemicals and Repico Chemicals, from Italy and C&E Chemicals from US, to supply chemicals to 22 currently operating and 4 newly setup tanneries.

The Leather Industry Development Institute (LIDI), a government agency, which gives technical support to local tanneries, did the selection after an assessment of the companies' chemical products, supply capacity, whether they had a European quality certification and commitment to respect the customs bonded warehouse rules of the Ethiopian Revenues & Customs Authority (ERCA).

The companies will enjoy the privilege of shipping their leather chemicals to Ethiopia without paying tax, while tanneries that will buy the chemicals from them, however, are expected to cover the appropriate taxes.

The arrangement is said to benefit the tanneries in Ethiopia as they will have access to the chemicals they need and to buy them in more manageable quantities in terms of cash-flow and onsite storage capacity.

COMESA/LLPI has Launched its New Website

We are Very pleased to announce the launching of a new website for COMESA/LLPI with the domain name <http://www.comesa-llpi.org>. The COMESA-Leather and Leather Products Institute (COMESA/LLPI) has been designated by the COMESA Secretariat to run the COMESA level Leather Trade Information Network (LTIN). The website that is being developed is, therefore, planned to serve as a tool to effectively run the regional information Network, in the collection, assessment, and dissemination of the leather related information.

The website will feature the Institute's vision, mission, objectives and core values. It will also contain information that promote productivity, competitiveness, trade and regional integration in the leather industry within and between COMESA member countries. Data of leather sector, publications, news and events in the leather and leather products, and leather machinery & technology around the globe will be collected, analyzed, and disseminated through the website. Please frequently visit the site to stay up-to-date with leather related information, be notified of news and upcoming events in the leather sector.

Thank you for your continued collaboration.

COMESA-LLPI

WWW.COMESA-LLPI.ORG

Events in the Leather Sector for the Period October to December 2012

The table below here gives some information on the upcoming international trade shows, fairs, exhibitions, and expositions of leather footwear, goods, clothing, and accessories, leather machinery & technology and leather processing for the period October to December 2012 around the globe. Although the information contained in the table has been prepared with all due care, COMESA/LLPI does not provide any guarantee or assume or take any responsibility for correctness or completeness regarding timeliness or applicability of any of the information. Please note that all dates are subject to change. For more information visit the websites of the events of your interest to contact organizers before making any arrangements.

Asia				
No	Period	Event	Place, City and Website	Country
1	Oct. 03-06, 2012	IGATEX Pakistan International Garment, Textile & Leather Machinery, Accessories Exhibition	Expo Centre Lahore Lahore www.igatex.pk	Pakistan
2	Oct. 25-27, 2012	ISF International Shoe & Leather goods Fair	Tokyo Metropolitan Industrial Trade Center, Taito-kan, Tokyo www.isf-web.jp/english	Japan
3	Nov 02-04, 2012	Meet at Agra Leather Footwear Components & Technology Fair	BSNL Ground Mall Road Agra www.afmec.org	India
4	Nov. 01-03, 2012	China Shoes & China Shoetec	Guangdong Modern International Exhibition Center, Dongguan www.chinashoesexpo.com	China

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Europe

No	Period	Event	Place, City and Website	Country
1	Oct. 02-05, 2012	Expo Shoes International Exhibition of Shoes	International Exhibition Centre Kiev www.artexpoua.com/leather/en/	Ukraine
2	Oct. 04-06, 2012	International fair for leather goods, footwear and clothing	Unijatex Belgrade http://www.tradefairdates.com/	Serbia
3	Oct. 09-11, 2012	Lineapelle International Exhibition of Leathers	Bologna Exhibition Centre Bologna www.lineapelle-fair.it	Italy
4	Oct. 09-11, 2012	SIMAC - Tanning-Tech International Exhibition of Machines and Technologies for Footwear and Leather goods and Tanning Industry	Bologna Exhibition Centre Bologna fairs.assomac.it	Italy
5	Oct. 16-19, 2012	Obuv Mir Kozhi International Exhibition for Shoes and Leather Products	Expocentre Fairgrounds Moscow www.obuv-expo.ru/en/	Russian Federation
6	Oct. 19-21, 2012	Hellenic Shoe Fair	ExpoAthens Exhibition Centre Athens www.hellenicshoefair.gr	Greece
7	Oct. 30-31, 2012	FUTURMODA: International Exhibition of Leather, Components and Accessories for Shoes and Leather goods	Institución Ferial Alicantina Alicante http://www.eventseye.com/fairs/cst1_trade-shows_spain_leather-fur.html	Spain
8	Nov. 07-10, 2012	AYMOD International Footwear Fashion Fair	CNR Expo Istanbul www.cnraymod.com	Turkey

Latin America

No	Period	Event	Place, City and Website	Country
1	Oct. 09-11, 2012	MDM Modama International Exhibition of Footwear, Leather goods and accessories for women	Expo Guadalajara, Guadalajara www.modama.com.mx	Mexico
2	November 07-09, 2012	ANPIC Footwear Industry Suppliers	Poliforum Leon ,Leon www.anpic.com	Mexico

North America

No	Period	Event	Place, City and Website	Country
1	Oct. 07-09, 2012	The Arizona Apparel, Accessories, Shoe, & Gift Show	Phoenix Convention Center Phoenix, Arizona www.arizonaapparelshow.com	United States
2	Oct. 15-17, 2012	Transit The Los Angeles Shoe Show	California Market Center, Penthouse, 13th Floor Los Angeles www.californiamarketcenter.com/markets/transit.php	United States
3	Nov. 28-30, 2012	FFANY – Shoe Expo	Hilton New York Hotel & Member Show Rooms New York ffany.org	United States
4	Nov. 28-30, 2012	The Footwear Show At the Warwick New York Hotel	Warwick New York Hotel , New York www.thefootwearshow.com	United States

Internet, World Wide Web . . .

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So, *Internet marketing* or *Internet-based marketing* can be defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile media, cable and satellite.

In practice, Internet marketing will include the use of a company web site in conjunction with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites to acquire new customers and

COMESA-LLPI Conducted a Regional . . .

Continued from page 1

The training workshop was opened after the welcoming address of Mr Zewdu Kebede, Acting Director of COMESA LLPI and key note address of Ms Viorela Popescou, ITC consultant. Mr Zewdu Kebede, recalled the objective of the training workshop, which is the usage of network solution, to improve and enhance the backward trade information sourcing, processing and dissemination activities and simultaneously, to officially launch the COMESA/LLPI website. He also added that experience sharing among trainees shall also add value to their exiting knowledge.

Topics delivered in the three days training workshop encompassed the following subjects: Concepts, Issues and New Areas of Information Management, Assessing User Needs and Information Service Capacity, Trade Information Content and Sources, On-line Trade Information Search Techniques, Evaluating Internet Resources, Trade Statistics, International Prices, Market Access, Market Research and News, Trade Contacts and Company Information, Sharing and Disseminating Market Information, Managing Web 2.0 Internet, and the LLPI's Website's Trade Information Portal.

Trainees, through the program evaluation questionnaire expressed their satisfaction with the contents and delivery of the sessions, and asked for its continuity in the future. They also indicated their readiness to apply and share the knowledge and skills gained from the present training in their respective work places.

At the closing ceremony of the training workshop, trainees were awarded certificate of attendance and the COMESA/LLPI Website was officially launched. His Excellency Dr Mbuya Isaac G. Munlo, Ambassador Extraordinary and Plenipotentiary of Malawi for Ethiopia, AU, ECA and 24 African States, Mr Wondu Legesse, Director General, Leather Industry Development Institute and guest of honor, representing H.E. Mr Tadesse Hiale, State Minister, Ministry of Industry, Ethiopia, and representatives from other Ethiopian Ministries were present at the ceremony.

Ig. Oscar Oloro, representing the trainees, expresses a vote of thanks. His Excellency Dr Mbuya Isaac G. Munlo, Mr Wondu Legesse, Mr Bernard Ancel (ITC consultant) and Mr Zewdu Kebede made speeches at the closing event, all reiterating the importance of such training to boost the Africa's leather sector international, intraregional and national trade operations.



Opening speech by Mr. Zewdu kebede



Awarding of certificates for trainees



During the official launching of the website

"Export Oriented Production and Marketing"



COMESA-Leather and Leather Products Institute (COMESA-LLPI)

For more information about LLPI, please contact:

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Website : www.comesa-llpi.org

ABOUT COMESA-LLPI

The formation of the Leather and Leather Products Institute (LLPI) was approved by the former Preferential Trade Area (PTA) for Eastern and Southern African States in 1988 to fulfill its industrial objective to "support and develop the leather industries of the COMESA regions". It was then established by the signing of the Charter by member States on 23rd November 1990.

LLPI Vision:

LLPI endeavors to be a competent and leading leather and leather products centre of excellence that will enhance regional and global competitiveness of the leather industry.

LLPI Mission:

To promote the development of the regional leather industry through research, science and technological development, investment, productive capacity building, inter-regional cooperation.

Obituary

This 1st Issue of the COMESA-LLPI Newsletter is dedicated to the memory of Dr. Geremew Debele.

The Common Market for Eastern and Southern Africa-Leather and Leather Products Institute (COMESA/LLPI) regrets to inform the passing away of Dr Geremew Debelie on the 10th of September, 2011.

Dr Geremew was one of the senior graduates from the former Animal Health Assistants School, (now College of Agriculture and Veterinary Medicine, under Addis Ababa University) in July 1966. He then joined the then Haile Silassie I (now Addis Ababa University, Ethiopia), but later transferred to the University of Nairobi where he obtained his Degree of Veterinary Medicine in October 1972.

Most of his active professional life was spent in various positions and capacities in the Ministry of Agriculture of Ethiopia, where he had served as Minister of Agriculture and Land Settlement from 1979 to 1983, and again, as Minister of Agriculture between 1986-1991.

He had also served as Ethiopia's Ambassador to the Republic of Italy (1983-1984) and Bulgaria (1984-1986).

Over the last 10 years Dr Geremew had occupied the position of Executive Director of COMESA/LLPI and served the Regional Institute with determination, commitment and incredible energy.

He was instrumental in the development of the COMESA Region leather industry by creating strong linkage in member countries. He also built the LLPI Headquarters in Addis Ababa, the only COMESA Institute with its own self-constructed office. He was respected by colleagues and friends all over the COMESA region and he will be sadly missed by all.

Dr Geremew is survived by his wife and two daughters.

MAY HE FIND ETERNAL PEACE!!



"Export Oriented Production and Marketing"