



Inside This Issue

1. COMESA/LLPI Related News
2. Acting Director's Message
2. COMESA/LLPI Gets New Director
3. Editorial Comment
3. Leather Fair in Nairobi
3. Rabbit Skins for Leather and Leather Goods Production in Kenya
5. ...All Africa Leather Fair 2013
6. Footwear and Leather Goods Manufacturers Association (FLAMEA) at the Uganda International Trade Fair
7. Livestock Carbon Footprint for Leather Allocation Questioned
7. ICT for Growth of SME's
9. The Ethiopian Government Aims to Double Revenue from the Leather Sector
8. Promising Future Outlook for the Leather Sector in the Sudan
8. New-Generation Leather Cutting System from Emma
9. Fashion Industry Asked to Develop a Traceability System for Exotic Skins
10. Upcoming Events in the Leather Sector for the Period January to December 2013
12. Social media Marketing

Next Issue
March 2013

COMESA-LLPI NEWSLETTER

COMESA/LLPI Related News

COMESA/LLPI at the Fourteenth Meeting of the Sub-Committee on Audit and Budgetary Matters

The Fourteenth Meeting of the Sub-Committee on Audit and Budgetary Matters was held at Protea Safari Lodge, Chisamba, Zambia from 31st October to 4th November, 2012.

The Meeting was attended by delegates from Egypt, Kenya, Malawi, Mauritius, Swaziland, Uganda and Zimbabwe. The following COMESA Institutions had also attended the Sub-Committee Forum: COMESA – Court of Justice (CoJ) COMESA-Competition Commission (CCC), COMESA-Federation of National Associations of Women in Business (FEMCOM), COMESA-Leather and Leather Products Institutes (LLPI), and COMESA – Regional Investment Agency (RIA).

The LLPI was represented in the meeting by its delegates Mrs. Tigist Hailegiorgis, Head, Administration, Budget and Finance and Dr. Tadesse H. Mamo, Training, Consultancy and Extension Expert

The LLPI Delegation introduced the following documents for consideration by the Sub-Committee:

- 2012 Budget and Activities Performance
- Review of the Assessed Contribution Ratio of 2013 Budget
- 2013 Draft Budget Proposal and Work Plan of the Institute
- 2011 LLPI Audited Financial Statements

The Sub-Committee adopted all the presentations of LLPI with amendments, and the Sub-Committee Meeting was adjourned on 4th October early morning.

COMESA/LLPI at Thirty First Policy Organs Meetings and Sixteenth Summit of Heads of State and Government

The 31st COMESA Policy Organs Meetings and 16th Summit of Heads of State and Government was held at the Speke Resort, Munyonyo, (Kampala), Uganda from 13th – 24th November 2012. The Leather and Leather Products Institute (COMESA/LLPI) was represented by the Board

Chairperson, Dr. M. Charles Moturi and the Acting Director, Mr. Zewdu Kebede.

Three different hierarchical levels of COMESA Policy Organs namely, the Administrative and Budgetary Matters Committee, the Inter-Governmental Administrative and Budgetary Committee, and the Council of Ministers meetings were held. The Council of Ministers constitutes the highest Policy Organ, which makes final decisions and approves the Recommendations, responsible to the COMESA Authority, composed of the COMESA Heads of State and Government, which meets at the annual Summit.

COMESA/LLPI reports that were already introduced and assessed at the 14th Meeting of the Sub-Committee on Audit and Budgetary Matters, held at Protea Safari Lodge, Chisamba, Zambia were passed through three levels of the Policy Organs Meetings. The following decisions regarding LLPI were made by the Council of Ministers, based on the deliberations and recommendations of its subordinate Committees.

- Approved its 2011 Audited Financial Statement and 2013 Budget;
- Advised it to continue implementation of its 2012 programmes effectively and efficiently;
- Made appropriate decisions regarding Member States' Status of Payment of Contributions, commended those who are up-to-date fully or partially, and urged those in arrears to settle their dues;
- Decided Member States to pay their contributions as per the 2013 Assessed Ratios;
- Decided that LLPI should submit to the next Policy Organs Meetings, a report on the review of the assessed contributions with a proposed ceiling on allowable increase, and examine the residual distribution of the excess 20% budget contribution payable;
- And in line with the year's COMESA Theme, advised LLPI to endeavour to focus its 2013 activities on the regional development of Micro, Small and Medium Enterprises.

(Continued on page 4)



ACTING DIRECTOR'S MESSAGE

As we start this New Year, may I first wish you, and your families, a very Happy, Healthy and Prosperous 2013.

It is hoped that, as in the past, this Issue of the COMESA/LLPI Newsletter will continue to be one of the information sources for promoting cooperation among the different institutions, business communities and others involved in the leather sector in COMESA Sub-region.

The information included in this Issue encompasses COMESA/LLPI related News; All African Leather Fair 2013; Leather Sector News from Ethiopia, Kenya, Uganda and the Sudan; Exotic Skins and the Fashion Industry; New-Generation Leather Cutting System; Leather Carbon Footprint; and Upcoming Events in the Leather Sector. The information on the above leather related topics was collected from reports, searches on the Internet and other sources.

This newsletter is also accessible in the form of a searchable database on the COMESA/LLPI website at <http://www.comesa-llpi.org/> and its Leather Trade Information Portal at <http://portal.comesa-llpi.org>.

I sincerely hope you enjoy the information we have provided, and if you have any comments or suggestions regarding its content, then please don't hesitate to let us know.

Sincerely yours,

Zewdu Kebede
Acting Director

COMESA/LLPI Gets New Director

Dr. Mwinyikione Mwinyihija has been appointed as the Director of the COMESA-Leather and Leather Products Institute, with effect from 2nd of January 2013. Dr. Mwinyihija is taking over the role from the longtime Director of COMESA, Dr. Geremew Debelie, who passed away on the 10th of September, 2011.



Dr. Mwinyihija's prior experience included serving as the Secretary/Chief Executive Officer Kenya Leather Development Council in Kenya, a technical panel member and project team leader (Ostrich and Crocodile skins standards development) of the International standards organization and in the recent

past, Kenya's representative to the Food and Agriculture Organization (FAO) Hides, skins and leather subsector group, Scientific Committee member of IULTCS and Ege University Conference and Scientific fora. He is also receiver of several national, regional and international awards

Dr. Mwinyihija holds Doctorate in Environmental Science (Ecotoxicology and Bioremediation related to the Tanning Industry) University of Aberdeen, Scotland, UK. Later in 2011 he received his Post-Doctorate degree leading to DSc from the Atlantic International University, Hawaii, USA in the same fields and discipline. He is also expected to receive a Doctorate degree in Management from the SMC-University, Switzerland later in 2013. He is a fellow and has Chartership from Society of Biology (UK), Water and Environmental Management University (UK), Science Institute, Society of Environment and active member of American Leather Chemist Association. Has reviewed books alongside publishing several peer reviewed papers.

(Continued on page 9)

EDITORIAL COMMENT

COMESA/LLPI SMEs Facilitation: Increased Exportability of SMEs Manufactured Leather Products

In COMESA Sub-Region, being a livestock rich zone, the leather sector has tremendous potential for domestic and foreign exchange earnings and plays a substantial role in availing direct and indirect employment opportunities. The Sub Region produces 51 percent of hides 32 percent of sheep skin and 38.3 percent of goat skins of Africa (FAO, 2008). In the sub-Region, Small and Medium Enterprises (SMEs) that constitute bases for massive employment, were also considered as key element determining economic development. Hence, the availability of adequate raw material (i.e., finished leather and semi-processed hides and skins) and its high quality, the existence of abundant and cheap labour force, the growing world and domestic demand for leather garments and articles made the leather sector and SMEs among the focus areas to achieve economic growth in the sub-Region.

The leather business, however, features several deficiencies in the Sub-region, that include lack of access to trade information, appropriate technology and skills development. However, there are frequently serious gaps in the availability of information on sourcing inputs, trade opportunities, product prices and export markets. For instance improving capacity of small and medium business communities to access, analyze and implement national/international trade requirements can make a major contribution towards rendering the

business more efficient and profitable.

The COMESA/LLPI, being the major coordinating Institute for the regional development of the leather industry, is tasked with the job of promoting productivity, competitiveness, trade and regional integration in the leather industry. In line with this, the Institute established the Leather Trade Information Portal (LTIP) with tasks that encompass leather related trade information collection, storage, processing and dissemination.

COMESA/LLPI, strongly believes that its pursuit of offering a comprehensive portfolio of leather business and trade information; searchable on-line information repository for a variety of leather sector-related information, Virtual Exhibition, Virtual Library, CD-ROM and printed media, will lead to Increased Exportability of SMEs Manufactured Leather Products.

Recent events where COMESA/LLPI has taken bolder steps in conducting Regional Leather Trade Information Training Workshop at Addis Ababa from 25th to 27th September, 2012 in collaboration with International Trade Center (ITC) is a manifestation of its need to address this issue. the focus is on rebuilding and revitalization of the image of the Institute and articulate its objectives both regionally and internationally. We at COMESA/LLPI understand one thing at most that through establishing strong partnership and linkages we would move the region to higher levels of leather development and competitiveness.

Rabbit Skins for Leather and Leather Goods Production in Kenya

Kenya Leather Development Council (KLDC), in collaboration with Rabbit Breeders Association of Kenya (RABAK-Thika), is working towards addressing the increased local market demand for rabbit leather and leather goods. Consequently, a project to address this demand will be unveiled soon and will focus on the processing of rabbit skins for production of lining leather for footwear and other leather articles.

Presently, RABAK is constructing a modern slaughterhouse in Thika as a measure to ensure proper flaying of rabbit skins. The Association is also engaging Kenya Industrial Research and Development Institute (KIRDI) for the construction of a tanning drum for rabbit skins for purposes of increasing tanning activities for rabbit skins.



Source: Kenya Leather Development Council

http://www.leatherdevelopmentcouncil.go.ke/index.php?option=com_content&view=article&id=188:good-news-for-rabbit-breeders&catid=13:latest-news&Itemid=19

Leather Fair in Nairobi

The Kenya Leather Development Council (KLDC) in collaboration with the World Bank, through Deloitte, hosted a leather fair to promote the Kenyan leather sector in the world market.

The Fair took place at Kenyatta International Conference Centre (K.I.C.C) Nairobi, from 15th May to 17th May 2012. It attracted local investors who were showcasing various exhibits from across the leather value chain.

The event created awareness and platform for both local and international players, keen on following developments in the leather sector in Kenya. The event, the first in the country, came at a time when the Kenyan market was constrained with invasion by synthetics from foreign markets; which unfortunately have been a preference to unsuspecting shoppers. This, coupled with tax evasion by unscrupulous actors, has been an impediment to the sector's growth which currently stands at about KES 6 billion per annum.

Better Environment

The leather sector, a flagship under the vision 2030, has underutilized potential to steer the country to economic viability. For instance, it is estimated that the sector is likely to generate about KES 10 billion by the end of the year 2013. The employment capacity, which currently stands at about 16000 employees, is expected to increase after the completion of the six mini-leather processing units under construction. In the execution of its mandate,

KLDC has been instrumental in facilitating creation of a favorable environment for sector players some of which have included creation of forums that have brought together actors in the industry to share views critical to the sector's development.

As one of such initiatives, the Fair will embrace a 'walk-in, walk-out' approach, where guests will be allowed to enter the exhibition free of charge to interact with the exhibitors. Amongst the targeted exhibitors include: Leather goods manufacturers, Shoe manufacturers (including selected cobblers), Leather Tanners and Curing Premises, Related Training/Research Institutions, Leather Accessories traders, Chemical Suppliers and Auxiliary service providers (Eg: Banks).

Perminus Kariuki, the lead consultant at COMSTRAT and Design Limited, is optimistic that the leather fair will create a good impact to the leather sector which will contribute to mapping the sector to its rightful position in the world market. "The leather sector depicts a promising future and, based on what I have gathered from KLDC, this event will definitely realize its objective" he says.

Source: Kenya Leather Development Council,

http://www.leatherdevelopmentcouncil.go.ke/index.php?option=com_content&view=article&id=168:kenya-held-leather-fair-in-nairobi&catid=13:latest-news&Itemid=19

(Continued from page 1)

The Sixteenth Summit of the COMESA Authority of Heads of State and Government considered and adopted the Report of the 31st Meeting of the Council of Ministers.

COMESA/LLPI at Bologna/Lineapelle-Italy International Trade Fair

A three-day International Trade Fair under the auspices of the National Association of Italian Manufacturers of Footwear, Leather Goods, Tannery Machines and Accessories (ASSOMAC), took place during 9 – 11 October 2012 in Bologna/Lineapelle Fair Ground, Italy.

The Trade Fair hosted more than 240 exhibitors from different countries that encompass Argentina, Belgium, China, Czech Republic, Egypt, Ethiopia, Finland, France, Germany, Greece, Holland, Iran, Italy (Host country), Mexico, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey and United Kingdom.

The COMESA/LLPI expert, Dr Tadesse H. Mamo, attended the trade fair with partial sponsorship obtained from ASSOMAC and the rest covered by LLPI. Dr Tadesse gave a brief talk on the overview of the COMESA/LLPI and its leather sector activities at a seminar held at ASSOMAC (Secretariat) Office; occasion mainly aimed at the welcoming and introduction program for the ASSOMAC sponsored individuals and representatives of different organizations. Products on show on the trade fair were numerous heavy and light machineries, accessories, chemical products and leather goods. These included machinery and technology for footwear and leather goods (with all relevant accessories), CAD – CAM, die-cutting machines, sewing machines, machines for last production, upper and sole last equipment, shoe components machines, shoe repairing equipment, moulds, tanning machineries, accessories, effluent treatment plants, laboratory testing equipments, very interesting fashion articles/products with all accessories, engineering equipment, etc.



Partial View of Machineries Display at the Bologna/Lineapelle Fair, Italy

During the trade fair, Dr. Tadesse made several meetings and contacts with different individuals, organizations and representatives drawn from different countries, who are actively engaged in the leather and allied sector. The meetings and contacts were focused on investment possibilities in COMESA countries, capacity building opportunities for LLPI member countries and SMEs in particular, and some encouraging responses were obtained from institutes like FREYA (a leather goods design studio, India).

COMESA/LLPI at the ITC Investors' Forum

The ITC INVESTOR'S FORUM was organized by the International Trade Center in collaboration with the Kenyan Leather Development Council (LDC) that took place in Nairobi, Kenya, during September 14-15 2012..

The Forum was attended by more than 20 stakeholders ie; country representatives, regional and international organizations from India, Indonesia, Kenya, Sudan, Uganda, COMESA/LLPI, Kenyan Leather Development Council, ITC, etc..

The major objectives of the Forum were:

- Create reciprocal interest for joint venture operations between overseas and COMESA countries and stakeholders, and in particular with Kenya, Sudan and Uganda.
- Demonstrate the opportunities for foreign investors to invest in Africa and open their own enterprises as is presently happening in Ethiopia.

The COMESA/LLPI was represented by Dr. Tadesse H. Mamo, Training, Consultancy and, Extension Expert who presented a paper entitled : "Leather Footwear Sector in the COMESA Region: LLPI Focused Foreign Investment Opportunity"

COMESA/LLPI Welcomes two USAID/Ethiopia's AGP-Livestock Market Development Experts

Mr. Hymanot Asmerew and Dr. Kassa Bayu, from the USAID AGP-Livestock Market Development Project visited COMESA/LLPI Head quarters and discussed with the Institute's staff on possible collaboration areas, on November 13, 2013. The visitors, after introducing themselves and presenting the aim of their visit, were briefed on the

overall activities of COMESA/LLPI and its willingness and interest for collaborative activities.

An invitation to attend the official launching of the project called "Livestock Market Development" in support of the Government of Ethiopia's Agricultural Growth Plan (AGP) was extended to COMESA/LLPI.

COMESA/LLPI was represented by Dr. Mekonnen Hailemariam, Leather Value Chain Information Expert, at the launching event in Adama, on November 17, 2012 that was presided by the State Minister of Agriculture, Sileshi Getahun, and USAID Ethiopia Mission Director, Dennis Weller, and attended by federal and regional Government officials, livestock industry representatives, and implementing partners.

The AGP-Livestock Market Development Project, valued at \$38 million, is a five-year project, to be implemented in selected districts of Amhara, Oromia, Tigray and Southern Nations, Nationalities, and Peoples (SNNP) regions. The project will benefit small scale producers and rural communities by improving smallholder farmer incomes and nutritional status through investments in livestock value chains including beef, dairy and hides and skins.

A Consultant Team Visits COMESA/LLPI and Meets with Management Team Members

A Consultant Team from COMESA Secretariat accompanied by Mrs. Anne Ndirangu, who is COMESA Monitoring and Evaluation Expert, and composed of Dr. Rangirirai Taruvinga (Zimbabwean), Mr. Tushar Yadav (Indian) and Mr. Mukesh Gurgar (Indian), visited COMESA/LLPI and held meeting with the COMESA/LLPI staff. The Meeting was chaired by Mr. Zewdu Kebede, Acting Director of COMESA/LLPI and attended by the Consultant Team, COMESA/LLPI Management Team members and the two COMESA/LLPI Information Experts.

It was explained in the meeting that the consultancy is part of the Grant Agreement signed between the World Bank and COMESA to "Develop COMESA's Monitoring and Evaluation (MandE) Capacity to monitor the 2011-2015 Medium Term Strategic Plan implementation". It was also elaborated that one of the activities of the consultant team's current mission is to assess COMESA Member States and COMESA Institutions Systems and Capacity in order to inform the

development of the on-line reporting system.

The COMESA/LLPI reporting and communication systems with the COMESA Secretariat and COMESA/LLPI member States were presented and discussed. Finally, after expressing wholehearted support to the on-line reporting initiative by all COMESA/LLPI staff, the meeting ended with a Vote of Thanks by the Chairman.

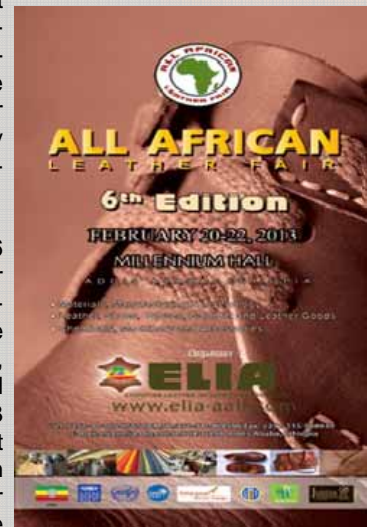
All Africa Leather Fair 2013

The Ethiopian Leather Industries Association (ELIA), in cooperation with COMESA/LLPI and other sponsors, is organizing the 6th All-African Leather Fair (AALF) in Addis Ababa, from February 20-22, 2013. The Trade Fair is expected to bring together tanners, footwear and other leather goods manufacturers, equipment and technology suppliers, chemical and inputs suppliers, manpower training institutions, trade promotion organizations, etc.. from all over the world. African companies and organizations are expected to constitute the largest attendance.

The Fair is a specialized one, designed to promote the African leather industry and to enable it create an interface with its partners within the continent and around the world. It will also offer the opportunity for business persons in the indus-

try to meet and to talk face to face and to get immediate feedback on their prospective businesses. It will enhance their access to new markets and it will also provide a comprehensive forum for increased business in leather, leather products and the allied industries, notably chemicals, machinery, components and accessories.

The 5th AALF trade show, in 2012, attracted 196 exhibitors from Ethiopia and 37 from other countries that displayed their products and services. The main exhibit sectors of the trade show were tanneries, footwear, leather goods, leather garments manufacturing, selling and buying companies. Among those exhibitors 43 enterprises were from African countries that utilized the opportunity to promote the wealth that Africa has in the sector by showcasing their exportable items to the world market. The Trade Fair attracted more than 11,000 foreign and local visitors, and exhibitors expressed their high level of satisfaction.



Source: <http://www.elia-aal.com/news.html> and COMESA/LLPI ❖

COMESA/LLPI at Fifth Programme Steering Committee Meeting of the PACT II

The Fifth Programme Steering Committee (PSC) Meeting of the Programme for Building African Capacity for Trade (PACT II) was held at the United Nations Economic Commission for Africa (UNECA) Conference Center, Addis Ababa, Ethiopia on 5th – 6th December 2012.

The Meeting, organized and Chaired by the ITC, was attended by representatives of Canadian International Development Agency (CIDA), International Trade Center (ITC), Common Market for Eastern and Southern Africa (COMESA), Economic Community of West African States (ECOWAS), Economic Community of Central African States (ECCAS), African Union Commission (AUC), and UNECA as PSC members; East African Community (EAC) as observer; and Leather and Leather Products Institute (LLPI), Centre for African Women Economic Empowerment (CAWEE), and Paradise Fashion Ethiopia (PFE) as Programme Partners/Beneficiaries. COMESA/LLPI was represented by the Acting Director, Mr. Zewdu Kebede.

As part of the PACT II programme implementation, the LLPI achievements and challenges reported to the PSC, and the subsequent points noted during the Meeting were the following:

- The COMESA Report indicated that, as a result of PACT II and ITC technical support: the quality

of tanned leather was improved; exports of leather and leather products was increased; deals of over USD 10 million with India and over USD 5 million with Italy were recorded; a Regional Leather Expert was recruited and based at the COMESA Secretariat; a leather sector Core Team with LLPI Chairmanship was established, and housed at LLPI office, to advise COMESA during and beyond PACT II; and COMESA introduced an Industrial Cluster Programme to take over from PACT II, focusing on leather (shoes) and also on Cotton and Cassava in the Region.

- In addition to the above, LLPI presented the following points with regard to PACT II and LLPI: the development of the LLPI's Medium Term Strategic Action Plan; the development of the Leather Trade Information Network (Portal); the production of the COMESA Regional Strategy document for Leather Value Chain development; organization and participation of member States representatives in the Indian and Italian Business Tours; funding of SMEs participation at the 2011 and 2012 All African Leather Fairs in Addis Ababa, Ethiopia; funding the Regional Leather Trade Information Network Training/Workshop and simultaneously launching the COMESA/LLPI Portal; and the sustenance of the two Leather Value Chain and the Information System Experts recruited through the ITC/COMESA recruitment system.

Finally LLPI requested the release of the 2012 already committed but discontinued PACT II Programme fund, and approve additional funding to allow the completing or finalizing of 2012 started programmes during 2013, to enhance the full potential of the Institute and achieving more sustainable results. ❖

Footwear and Leather Goods Manufacturers Association (FLAMEA) at the Uganda International Trade Fair

Footwear and Leather Goods Manufacturers Association (FLAMEA) is a national association in Uganda. It was formed by producers and launched by the Minister of Trade Industry and Cooperatives in September 2011.

A total of 12 SMEs from the FLAMEA, engaged in leather products (footwear and other leather goods) manufacturing, displayed their products at the Uganda International Trade Fair that was held at LUGOGO, KAMPALA, from 3–10 Oct. 2012. The participation of the SMEs was largely (95 %) funded by the Second Trade Enhancement Project (TRACE); a program at the Ministry of Trade, Industry and Co-operatives (MTIC), Uganda. Table 1 illustrates the list of FLAMEA members that took part in the trade show and their products.

Table 1. List of FLAMEA member SMEs and their products at the trade show

No	Name of the SMEs	Products
1	GIFTS AND CURIOS	Leather goods
2	BIG LEATHER GOODS	Leather goods and Footwear
3	MUKOKO INVESTMENTS	Footwear
4	AFRICAN FOOTWEAR	Footwear
5	WEB SHOES AND CRAFTS	Foot Wear and Leather goods
6	JK LEATHER PRODUCTS	Leather goods
7	BA ISHAKA SHOE CENTRE	Footwear
8	TCFC CRANE SHOES	Foot Wear and Leather goods
9	HAJJAT AISHA LEATHERPRODUCTS	Leather goods
10	SHOE CARE CENTRE	Leather goods and Foot wear
11	CALIST SHOE AND LEATHER CRAFTS	Leather goods and Foot wear
12	AGABA SHOE MAKERS	Footwear

A pictorial highlights of a few of the FLAMEA stands on the exhibit grounds at the UGITF, LUGOGO



Leather products in FLAMEA stand



Big Leather Goods products on display

The lessons learned and benefits obtained by the SMEs from the Trade Fair are presented as follows.

Lessons learned:

- Creativity and product development by other exhibiting producers (variety of fashions)
- Early preparations for such events to be able to produce competitive products in terms of price and fashion.
- Awareness creation through media advertisements and participation in various fairs shall increase exposure of Ugandan made leather products.

Benefits obtained:

Networking and experiences sharing with other MSMEs

Strengthened cooperation between SMEs to boost and support the efforts to make the association grow bigger and achieve more of the set objectives.

- Possibilities for the SMEs to work together and use the available equipment in order to improve the quality of their products.
- Met new customers that have made reasonable orders for their products.
- Exposure of Ugandan Leather products to the regional and International markets
- The evaluation exercise showed that the exhibition was completed successfully.



Visitors stopover at the FLAMEA member SMEs stands

Livestock Carbon Footprint for Leather Allocation Questioned

The delegates to the Global Leather Coordinating Committee from the three global industry bodies, the International Council of Tanners (ICT), International Council of Hide, Skin and Leather Traders Associations (ICHSLTA) and International Union of Leather Technologists and Chemists Societies (IULTCS) held their fifth combined meeting in Shanghai in September 2012.

This meeting provided an opportunity to review progress on ongoing joint projects such as the prospects for an international leather mark, development of a database on legislation and standards in the leather sector, preparation of a technical information document on Chromium III and Chromium VI and preservatives available to leather producers. However, the main focus of the meeting was the report prepared for the UNIDO Leather Panel which Dr. M. Mwinyihija participated took place at the same time on the methodology for calculating the carbon footprint of leather.

UNIDO and European representative body COTANCE have both said they want calculations of the carbon footprint of leather to be fairer. In light of the lack of a single methodology for working out leather's environmental footprint, the organizations have brought to the attention of the industry a new technical report on the subject from Milan-based consultant Federico Brugnoli.

The Global Leather Coordinating Committee has warmly endorsed the Brugnoli report and representatives of ICHSLTA, ICT and IULTCS were also present at a follow-up meeting in Bologna on October 10 to welcome the formal adoption of the report.

The key point in the report is the conclusion on the "system boundaries" for leather production, the Global Leather Coordinating Committee has said. In this conclusion, Federico Brugnoli establishes that the calculation of the carbon footprint for leather production should begin at the slaughterhouse and end at the tannery gate when the leather is shipped. The effect of this would be to exclude any of the agricultural footprint involved in animal rearing from attaching to the hide or skin in most situations.

This is based on the concept, put forward originally in a scientific paper in 1999, that in the case of co-products and by-products arising from renewable materials, the carbon footprint or other environmental footprints should be allocated to the "determining product", that is the product for which demand determines the amount of production. In other words, animals are essentially raised and kept for meat, milk or wool and not for their hides and skins and therefore it is to those industries and not to leather that the environmental footprint of livestock should be allocated.

The partners within the Global Leather Coordinating Committee have said they will now collaborate on a project to elaborate further the detailed calculation of carbon and other environmental footprints for leather based on "the rigorous application of reliable data obtained from key players in the industry sector".

Source: http://www.fashionnetasia.com/en/BusinessResources/4551/Environment/Three_global_industry_bodies_support_0_livestock_carbon_footprint_argument_for_leather_.html

ICT for Growth of SMEs

Small and Medium Sized Enterprises (SME) play an important role in economic development of a country. SME are often seen as vital for the growth and innovation of economies and the long term of economic development of the countries depends on the promotion of SME sector. Behind this lies a common recognition that SME play an important and a key role in revitalization and development of national economy in many countries by providing various goods and services, forming a structure of division of labour and developing regional economies and communities. Furthermore, SMEs are considered key agents of social and economic growth and are increasingly becoming the most vital part of the economy since they play key roles in fostering growth and innovation, creating jobs and in turn reducing poverty.

Information and knowledge are replacing capital and energy as the primary wealth creating assets. Information has become a critical resource, a priceless product and basic input to progress and development. Information has become synonymous with power. Therefore, accurate, rapid and relevant information are considered to be essential for SMEs.

New technologies had a great impact on all aspects of life and the global society and economy is undergoing a fundamental transformation. Information technology, particularly the Internet is having a significant impact on the operations of SME and it is claimed to be essential for the survival and growth of nations' economies in general and SMEs in particular.

Information technology is one of the strongest drivers for competitiveness, innovation and change in our modern economy. ICT is changing our lives – the way we socialize, work, shop, search for information, and communicate. A few figures to capture the emerging trends:

- Two billion people are now connected to the Internet and this number is growing by 200 million per year.

- Information technologies cut across all industries and services and create wealth, growth and jobs. More than 75% of the value added created by the Internet is in traditional industries. The ICT's main impact is through the modernization of traditional activities. Smart innovation enabled by the Internet and ICT developments leads to higher productivity and has benefited all industries.
- ICT enables all forms of innovation, from social to organizational and technological innovation. ICT boosts businesses' efficiency and competitiveness in the global market.
- The advent of Internet has changed the global business landscape. Internet accounted for 10% of GDP growth over the past 15 years. Recent ICT developments like Enterprise 2.0, cloud computing, social networks, etc. are enabling dynamic new and smaller companies to develop and bring to market innovations that before were too expensive to develop.

The broader tangible and intangible benefits for SMEs are expected to be:

- Facilitating the entry into the market of new, dynamic players;
- Strengthening business relations between SMEs and big companies;
- Helping SMEs become fully integrated international business partners; streamlining business processes;
- Increasing returns on investments in ICT;
- Improving business transactions;
- Reducing administrative overheads or errors;

Promising Future Outlook for the Leather Sector in the Sudan

According to Dr. Salahuddin Mohamed Ahmed Mukhtar's, Coordinator for leather programs with the Ministry of Animal Wealth, strategic vision for developing the sector of leather products in Sudan, in the decade 2013-2022, the leather sector is one of the most promising sectors in Sudan, a country blessed with huge animal resources. The growing demand for Sudanese meat provides approximately 3 million cow hides, 10 million sheep skins, 8 million goat skins and 2 million reptile skins annually.

The leather sector is a priority of a tripartite program for 2012-2014 with a framework to develop non-petroleum resources. The sector is characterized by the availability of various types of raw material (leather) and the infrastructure needed to develop it. There are more than 25 modern tanneries and 30 rural tanning complexes scattered among Sudan's States. There are 12 shoe factories, 30 workshops and several training institutions concerned with leather products, such as the National Center for Leather Improvement in Omdurman and the National Center for Leather Development Technology in Khartoum.

Care for Industry

It is important to accommodate the State's policies aimed at prioritizing the industrial sector within the framework of the national program. Industry is a major driver of development to achieve value-added national products, provide employment opportunities, and transfer modern technologies in leather. Industry will encourage investment in leather, starting by improving and providing good raw hide/skin.

Pros and Cons:



Sudanese products have many positive points that will contribute towards the development of the leather industry. Among these positive points are the availability of huge amounts and various types of leather and tanneries. There are also negative points in the form of low quality of raw hide caused by different problems

including lack of modern technology and, most importantly, lack of marketing.

Nevertheless, Sudan's leather industries still stand a chance for success in foreign markets.

The country's strategic location and the desire of foreign companies to invest here merit Sudan a place in the international market. Establishing a town for leather will develop the leather industry in the short term.

Gross investment in leather

Gross investment in leather industries accounts for \$175 million, of which \$60million is for subsidizing big tanneries and \$16million is for subsidizing shoe factories and leather products. There are 20,000 workers employed in this sector.

Solutions by Ministry of Industry:

The leather industry in Sudan began to expand after it was privatized in the early 90s and importing raw material was banned in 1993. Tanneries increased to 25, of which 17 were in Khartoum and the rest were in Gezira, Red Sea, Al-Obeid and River Nile. However, these tanneries are operating at 3 percent of their capability.

Solutions:

The state is working on several solutions, including reopening factories that have closed, utilizing existing factories, increasing productivity horizontally, improving raw leather to minimize loss, and improving the quality of refined leather to meet the needs of shoe and leather products. This opens the door to export shoes by increasing production to 15 million pairs. The president's decision regarding supplying regular forces from domestic forces will finally be carried out.

Economists' views:

If the State commits to a subsidy on new industries, it will greatly contribute to the development of this sector, especially as Sudanese leather is known for its high quality, thickness and resistance to abrasion, said economic expert, Mohamed Al-Nayir. Mr. Al-Nayir added that if developed, the industry will directly contribute to boosting the economy that will benefit from the value added.

Leather Trader

Jamal Farah, a leather dealer, said the

leather industry remains primitive because it lacks large high quality modern factories. He demanded the State subsidize the promising leather industry. A great deal of leather is lost through mis-use and lack of know-how among skinners. He said modern slaughter-houses



will reduce the loss.

In another news, the Egyptian Minister of Industry and Foreign Trade, Mr. Hatem Saleh, by indicating the low performance of the leather industry in Egypt because of the scarcity of raw hides, and the low production of livestock, and an invitation from the Sudanese side to invest in Khartoum, asked the private sector to visit Sudan and to increase the cooperation with Sudanese side.

Source:

<http://news.sudanvisiondaily.com/details.html?rsnpid=214237>,

<http://www.amwalalghad.com/en/investment-news/industry-trade/11197-industry-minister-studies-importing-leather-wood-from->

New-Generation Leather Cutting System from Emma

China, Dongguan-based technology firm Emma has launch a new computerized cutting system that it claims can save footwear manufacturers and other finished product companies 4% in their use of leather.

The company also said the technology could help manufacturers reduce labor costs, allowing them to carry out operations with up to three times fewer people.

Founded in 2002, Emma claims to be the fifth-largest supplier of leather-cutting systems in the world.

<http://www.leatherbiz.com/fullitem2.aspx?id=126392>

Fashion Industry Asked to Develop a Traceability System for Exotic Skins



Not-for-profit organization, the International Union for Conservation of Nature (IUCN) has claimed in a new report that around 20% of snake skins coming into the fashion supply chain from south-east Asia have been sourced illegally.

The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) said at a meeting in China in April 2011 that breeding snakes and trading meat and skins has helped to preserve some species. And because snakes prey on some animals that can prevent a threat to food crops, programmes

that release a proportion of snakes back into the wild are having an impact on communities' ability to produce rice and other important foods, CITES added.

However, Geneva-based IUCN says in the new report that CITES permits are routinely falsified by traders in the region.

Furthermore, the report claims that the practice in some areas of capturing python before they have had a chance to reproduce is putting populations of the species under strain in some parts of Asia. IUCN says Indonesia, Malaysia and Vietnam are the principal countries of origin of python skin and that 70% of all the skins sourced pass through Singapore en route to Italy, Germany and France.

The report calls on the fashion industry to develop a traceability system for exotic skins that will make clear the country of origin of each piece. According to IUCN, this would help give consumers confidence that any exotic leather they buy is from accredited sources.

Big-name fashion brands already know this is an area in which they need to operate with transparency. Earlier this year, luxury group PPR issued a set of core sustainability targets for its luxury and sports-lifestyle brands to achieve by 2016, with one of them referring directly to exotic leather.

Paris-based PPR, whose brands include Bottega Veneta, Gucci (see image), Balenciaga, Puma, Yves Saint Laurent and Sergio Rossi, announced the new guidelines as part of a wider sustainability programme at its 2012 annual general meeting.

Specific to exotic leather, the group said all skins would come from verified captive breeding operations or from wild, sustainably managed populations.

Source: <http://www.leatherbiz.com/fullitem2.aspx?id=127486>

The Ethiopian Government Aims to Double Revenue from the Leather Sector

Increased foreign investment in the leather industry in Ethiopia is expected to boost the export revenue of the sector by twofold in the 2012 fiscal year. Twelve new projects (9 leather product investments and 3 finished leather investments) worth 2.5 billion capital, and owned by Chinese, Indian, German and British companies, are expected to begin operating during the 2012 fiscal year with a production capacity of 27,000 pieces of finished leather, 16,000 pairs of shoes and 2,000 garments. The Ethiopian government aims to earn USD 206 million in revenue from the leather sector in the 2012 fiscal year. The figure for 2011 was US\$112.1 million.

Ethiopia has the largest resource of livestock in Africa which can serve as a reliable source of raw materials for the leather sector, and the government expects USD 500 million in revenue from leather exports by the end of its Growth and Transformation Plan (GTP) in 2015.

Source: http://www.capitalethiopia.com/index.php?option=com_content&view=article&id=736:twelve-new-leather-projects-this-year&catid=35:capital&Itemid=27

(Continued from page 13)

ity to grow profitably during the era of Facebook.

In 2009, Tagged was criticized for sending deceptive bulk email and paid \$1.4 million in legal settlements regarding those practices. The company has since adopted privacy reforms and changed its invitation processes.

Tagged is an Inc. 500 company ranking #476 on the 2010 Inc. list of fastest growing independent U.S. private companies and #80 on Forbes' 2011 list of America's Most Promising Companies.

Instagram
(URL: <http://www.instagram.com>)

Instagram is a free photo-sharing program and social network that was launched in October 2010. The service enables users to take a photo, apply a digital filter to it, and

then share it with other Instagram users they are connected to on the social network as well as on a variety of social networking services. As of September 2012, Instagram had 100 million registered users.

(Continued from page 2)

Dr. Mwinyihija has extensive experience in research in Tanning Industry Pollutants, as a Lead Expert in Environmental Impact /Audit Assessment, and Hides and Skins Improvement work consultancy services to high profile organization such as OXFAM (Kenya), Malindo consultancy, UK and Office of Economic Policy and Regional Development (EPRD), Poland.

He is married and has 4 children.

Upcoming Events in the Leather Sector for the Period January to December 2013

The table here below highlights some upcoming international trade shows, fairs, exhibitions and expositions of leather goods, clothing and accessories, leather machinery and technology and leather processing. The details like Leather Industry expo profiles, participants, and confirmations regarding timeliness or applicability of any of the information should be obtained by contacting organizers before making arrangements.

No	Period	Event	Place, City and Website	Country
Africa and Middle East				
1	Jan. 28-31, 2013	Saudi Leather	Riyadh Exhibition Centre Riyadh http://www.biztradeshows.com/trade-events/saudi-leather.html	Saudi Arabia
2	Feb. 20-22, 2013	All African Leather Fair	Addis Ababa http://www.elia-aalf.com/news.html	Ethiopia
3	June 28-July 8, 2013	37th Dar es Salaam International Trade Fair (DITF)	Dar es Salaam International Trade Fair http://www.tantrade.or.tz/events.php	Tanzania
4	30 June - 02 July 2013	Southern African International Trade Exhibition	Gallagher Convention Centre, Midrand http://www.biztradeshows.com/saitex/	South Africa
5	Oct., 2013	FASHION BUSINESS ANGOLA	Feira Internacional de Angola Luanda http://www.eventseye.com/fairs/zst1_trade-shows_africa-middle-east_leather-fur.html	Angola
Europe				
1	January 14-17, 2013	Mosshoes International Exhibition for Footwear,	Crocus Expo International Exhibition Center 143400, Moscow mosshoes@mosshoes.com www.mosshoes.com	Russian Federation
2	Jan. 17-19, 2013	Istanbul Leather Fair	Tuyap Fair Convention & Congress Center Istanbul, Turkey http://www.biztradeshows.com/istanbul-leather-fair/	Turkey
3	Jan. 22-25, 2013 April 02-05, 2013 July 23-26, 2013	XXV International Specialized Exhibition of Shoes, Leather and Furs	IEC, Brovasky Avenue, 15 Kiev, http://artexpoua.com/en/vystavki/leather-and-shoes-2013-1/	Ukraine
4	Feb. 6-8, 2013	Nordic Shoe & Bag Fair	Nacka Strandsmässan Stockholm www.nordensskoochvaskmassa.se/en/	Sweden
5	February 10-12, 2013	International Contemporary Fashion Pure London Footwear & Fashion	Olympia, London http://www.purelondon.com/	United Kingdom
6	Feb. 12-14, 2013	Le Cuir à Paris Leather & Fur Event	Paris Nord Villepinte Paris lecuiraparis.com	France
7	Feb. 16-17, 2013 Aug. 10-11, 2013	Mitteldeutsche Shoe Start Schuh Messe	MMC Mitteldeutsches Fashion Center, Schkeuditz / Leipzig www.mmc-shoetime.de	Germany
8	February 17-19, 2013	Moda UK Fashion Industry Trade Show	National Exhibition Centre Birmingham www.moda-uk.co.uk	United Kingdom
9	February 17-19, 2013	KABO-Footwear & Leather Exhibition	Brno Exhibition Centre Brno, http://www.biztradeshows.com/trade-events/kabo-footwear-leather.html ; www.bvv.cz/en/styl-kabo	Czech Republic
10	February 19-21, 2013 Sep. 03-05, 2013	BTS Exhibition of Shoes, Leather and Leather Goods	Poznan International Fair, Poznan http://www.expodatabase.com/tradeshow/bts-exhibition-of-shoes-leather-and-leather-goods-41220.html	Poland
11	Feb. 24-25, 2013	Shoe Show	Trade Mart Brussels www.trademart.be	Belgium
12	Feb. 28-March 02, 2013	AYSAT Istanbul International Footwear Industry Suppliers Fair	CNR Expo Istanbul www.cnrayat.com	Turkey
13	March 03-06, 2013 Sept. 15-18, 2013	MIPEL the Bags Show MICAM Sho Event	Fiera milano Trade Fair Complex (Rho) Milan www.mipel.it ; www.micamonline.com	Italy
14	March 09 - 1, 2013 Sept. 21-23, 2013	ILM International Leathergoods Exhibition	Messe Offenbach Offenbach www.messe-offenbach.de	Germany
15	March 09-11, 2013	International Leather Goods Trade Fair	Modacalzado+Iberpiel, Ifema - Parque Ferial Juan Carlos I Madrid www.ifema.es	Spain
16	March 13-15, 2013	GDS International Event for Shoes & Accessories	Messe Düsseldorf Düsseldorf www.gds-online.com	Germany
17	March 17-19, 2013	TEC Italmoda Tendence Européennes de Chaussures	Parc Floral de Paris Paris http://www.salonsparis.ccip.fr/manifestation-7/man-1000000157.htm	France
18	March 18-25, 2013	Obuv Mir Kozhi International Exhibition for Shoes and Leather Products	Expo centre Fairgrounds Moscow www.obuv-expo.ru/en/	Russian Federation
19	Mar. 21 & 22, 2013 Sept. 17 - 19, 2013	Point of Shoes (international fair for fashion materials)	Zeppelinstraße 11 66954 Pirmasens / Germany	Germany
20	April 03-05, 2013	Lineapelle International Exhibition of Leathers	Bologna Exhibition Centre Bologna www.lineapelle-fair.it	Italy

21	April 17-20, 2013	AYMOD Istanbul International Footwear Fashion Fair	CNR Expo Istanbul www.cnraymod.com	Turkey
22	April, 2013	Hellenic Shoe Fair	ExpoAthens Exhibition Centre Athens www.hellenicshoefair.gr	Greece
23	April, 2013	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
24	July 11-13, 2013	Outdoor Trade Fair	Neue Messe Friedrichshafen http://www.outdoor-show.com/	Germany
25	Sept. 8-10, 2013	Outdoor Trade Show	Stoneleigh Park Exhibition Centre Warwickshire www.outdoortradeshow.com	United Kingdom
26	Oct. 08-10, 2013	Modacalzado & Iberpiel Footwear & Leather Fair	Madrid www.ifema.es	Spain
Asia				
1	Jan.31 - Feb. 3, 2013	28 th India International Leather Fair	Chennai Trade Centre Nandambakkam, Chennai, Tamil Nadu http://www.iilfeatherfair.com/leatherfair/chennaileather/	India
2	March 14-16, 2013	Central Asia Fashion Fair 2013	Atakent International Exhibition Centre Almaty http://www.bvents.com/event/415559-central-asia-fashion-fair	Kazakhstan
3	March 15-17, 2013	18th International Leather Goods Fair	Milan Mela Complex, Kolkata http://www.leathergoodsfair.com/	India
4	March 25-27, 2013	Fashion Access Footwear and Leather Goods fair	Hong Kong Convention & Exhibition Centre Hong Kong www.fashionaccess.aplf.com	China
5	March 26-28, 2013	ISF International Shoe & Leathergoods Fair	Tokyo Metropolitan Industrial Trade Center, Taito-kan, Tokyo www.isf-web.jp/english	Japan
6	April 10-13, 2013	China (Dongguan) International Footwear Machinery & Material Industry Fair	Guangdong Modern International Exhibition Center (GDE) ,Dongguan, http://www.biztradeshows.com/trade-events/dongguan-footwear-machinery-fair.html	China
7	May 29-31, 2013	International Footwear & Leather Products Exhibition- GUANGZHOU	China Import & Export Fair Pazhou Complex Guangzhou, http://www.biztradeshows.com/shoe-leather-guangzhou/	China
8	July 11-13, 2013	The 15th International SHOES & LEATHER EXHIBITION	SECC - Saigon Exhibition & Convention Center, Ho Chi Minh City http://www.shoeleather-vietnam.com/	Vietnam
9	August 29-31, 2013	All China Shoe-Tech China (Wenzhou) International Leather, Shoe Material & Shoe Machinery Fair 2013	Wenzhou International Convention and Exhibition Center, Wenzhou, http://www.chinaexhibition.com/trade_events/2726-ALL_CHINA_SHOE-TECH_2013	China
10	Sept. 04-06, 2013	China International Footwear Fair + All China Leather Exhibition	Shanghai New International Expo Centre(SNIEC) Shanghai, www.ciffchina.com http://www.biztradeshows.com/trade-events/china-footwear-fair.html	China
North America				
1	Jan. 14-16, 2013 March 11-13, 2013 Jun.10-12, 2013 Oct. 14-16, 2013	Transit The Los Angeles Shoe Show	California Market Center, Penthouse, 13th Floor, Los Angeles http://www.californiamarketcenter.com/markets/transit.php	United States
2	Jan 29-31, 2013 Jul 23-25, 2013	ENK WSA,	Sands Expo & Convention Center, Las Vegas www.wsashow.com	United States
3	Feb. 5-7, 2013 June 5-7, 2013	New York Shoe Expo	Hilton New York Hotel & Member Showrooms New York, ffany.org	United States
4	Feb. 05-07, 2013	The Footwear Show at the Warwick New York Hotel	Warwick New York Hotel New York http://www.worldfootwear.com/pag.asp?idp=NQ==&id=NJQ2	United States
5	Feb. 23-25, 2013	The Atlanta Shoe Market	Cobb Galleria Centre & Renaissance Waverly Hotel, Atlanta atlantashoemarket.com	United States
6	Feb. 23-25, 2013	Toronto Shoe Show	Toronto Congress Centre & Radisson Suite Hotel, Toronto www.torontoshoeshow.com	Canada
7	Aug. 17-19, 2013	The Atlanta Shoe Market	Atlanta, atlantashoemarket.com	United States
Latin America				
1	Jan. 14-17, 2013	Couromoda	Anhembi Show Pavilion Sao Paulo, http://www.biztradeshows.com/trade-events/couromoda.html	Brazil
2	Feb. 05-08, 2013	International Footwear & Leather Show - IFLS 2013	Corferias Exhibition Centre, Bogotá, http://tradedefairs.fibre2fashion.com/industrial-fairs/fairdetails.aspx?show_code=16141	Colombia
3	Feb 17-19, 20113	CEMCA Leathergoods Fair	Centro Costa Salguero, Buenos Aires, http://www.cemca.com.ar/	Argentina
4	March 14-17, 2013	SAPICA The Footwear and Leather Goods Show	POLIFORUM Leon, http://www.expodatabase.com/tradeshow/sapica-the-footwear-and-leather-goods-show-10095.html	Mexico
5	July 31 - August 03, 2012	IFLS International Footwear & Leather Show	Corferias Exhibition Centre Bogotá, www.ifls.com.co	Colombia
Australia				
1	March 10-12, 2013	AUST SHOE FAIR	Sydney Exhibition Center Sydney, www.australianshoefair.com	Australia

Social Media Marketing

Social media marketing refers to the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with Internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social Networking websites and Blogs

Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions.

Social networking sites and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

Social networking sites also include a

vast amount of information about what products and services prospective clients might be interested in. Through the use of new Semantic Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

Cell phones

Cell phone usage has also become a benefit for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, advertisements are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company website or online services with their smart-phones.

Engagement

In the context of the social web, **engagement** means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Most Popular Social Media Sites

Facebook

(URL: <http://www.facebook.com>)

Facebook is a social networking service launched in February 2004, owned and operated by Facebook, Inc. As of September 2012, Facebook has over one billion active users, more than half of them using Facebook on a mobile device. Users must register before using the site, after

which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends".

Twitter

(URL: <http://www.twitter.com>)

Twitter is an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".

It was created in March 2006 by Jack Dorsey and launched that July. The service rapidly gained worldwide popularity, with over 500 million registered users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day. Since its launch, Twitter has become one of the ten most visited websites on the Internet, and has been described as "the SMS of the Internet." Unregistered users can read tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices.

Linked In

(URL: <http://www.linkedin.com>)

LinkedIn is a social networking website for people in professional occupations. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of June 2012, LinkedIn reports more than 175 million registered users in more than 200 countries and territories.

The site is available in English, French, German, Italian, Portuguese, Spanish, Dutch, Swedish, Romanian, Russian, Turkish, Japanese, Czech, Polish, Korean, Indonesian, and Malay. Quantcast reports LinkedIn has 21.4 million monthly unique U.S. visitors and 47.6 million globally. In June 2011, LinkedIn had 33.9 million unique visitors, up 63 percent from a year earlier and surpassing MySpace.

photographs, the service is widely used by bloggers to host images that they embed in blogs and social media. Yahoo reported in June 2011 that Flickr had a total of 51 million registered members and 80 million unique visitors. In August 2011 the site reported that it was hosting more than 6 billion images and this number continues to grow steadily according to reporting sources. Photos and videos can be accessed from Flickr without the need to register an account but an account must be made in order to upload content onto the website. Registering an account also allows users to create a profile page containing photos and videos that the user has uploaded and also grants the ability to add another Flickr user as a contact. For mobile users, Flickr has an official app for iOS, Android, and Windows Phone 7 operating systems.

Meetup

(URL: <http://www.meetup.com>)

Meetup is an online social networking portal that facilitates offline group meetings in various localities around the world. Meetup allows members to find and join groups unified by a common interest, such as politics, books, games, movies, health, pets, careers or hobbies. Users enter their ZIP code or their city and the topic they want to meet about, and the website helps them arrange a place and time to meet. Topic listings are also available for users who only enter a location. The attack on the World Trade Center in New York on September 11, 2001, was pivotal to the formation of this social network. Meetup co-founder Scott Heiferman publicly stated that the manner in which people in New York came together in the aftermath of that traumatic event inspired him to use the Internet to make it easier for people to connect with strangers in their community. Meetup, Inc. is based in New York City.

Hi5

(URL: <http://www.hi5.com>)

Hi5 is a social networking site based in San Francisco, California. The company was founded in 2003 by Ramu Yalaman-chi. By 2008, comScore reported that Hi5 had become the third most popular social networking site in terms of monthly unique visitors.

Bill Gossman was appointed CEO in April 2009, and since that time, Hi5 has re-focused itself as a social gaming platform and opened itself to new game develop-

ers. Gaming industry veteran Alex St. John joined the company as President and CTO in November 2009., and in early 2010, Hi5 acquired social gaming company Big Six. The company raised \$20 million in series A venture capital from Mohr Davidow Ventures, as well as \$15 million in venture debt, in 2007, and announced it had raised \$3 million convertible note from existing investor Mohr Davidow, bringing the funding up to \$38 million. Quantcast reports Hi5 has 2.7 million monthly US visitors and 46.1 million global visitors. Software-industry veteran Karen Richardson has served as chairwoman of the company's board since 2008.

Delicious

(URL: <http://www.delicious.com>)

Delicious (formerly **del.icio.us**) is a social bookmarking web service for storing, sharing, and discovering web bookmarks. The site was founded by Joshua Schachter in 2003 and acquired by Yahoo! in 2005. By the end of 2008, the service claimed more than 5.3 million users and 180 million unique bookmarked URLs. The site was sold to AVOS Systems on April 27, 2011 and relaunched in a "back to beta" state on September 27 that year.

Academia.edu

(URL: <http://www.academia.edu>)

Academia.edu is a platform for academics to share research papers. It was launched in September 2008. Currently the site is approaching 2 million registered users. The platform can be used to share papers, monitor their impact, and follow the research in a particular field. Academia.edu was founded by Richard Price, who raised \$600,000 from Spark Ventures, Brent Hoberman, and others.

Academia.edu also peruses the concepts of academic genealogy. This was established by the founders as a method of distinguishing the website from other social platforms. Specifically, the site displays academic users in a tree format, linking them to their departmental or university affiliation.

Foursquare

(URL: <http://www.foursquare.com>)

Foursquare is a location-based social networking website for mobile de-

vices, such as smart-phones. Users "check in" at venues using a mobile website, text messaging or a device-specific application by selecting from a list of venues the application locates nearby. Location is based on GPS hardware in the mobile device or network location provided by the application. Each check-in awards the user points and sometimes "badges".

The service was created in 2009 by Dennis Crowley and Naveen Selvadurai. Crowley had previously founded the similar project Dodgeball as his graduate thesis project in the Interactive Telecommunications Program (ITP) at New York University. Google bought Dodgeball in 2005 and shut it down in 2009, replacing it with Google Latitude. Dodgeball user interactions were based on SMS technology, rather than an application.

Foursquare is the second iteration of the same idea, that people can use mobile devices to interact with their environment. As of April 2012, the company reported it had 20 million registered users. The company was expected to pass 750 million check-ins before the end of June 2011, with an average of about 3 million check-ins per day. Male and female users are equally represented and also 50 percent of users are outside the US. Support for French, Italian, German, Spanish, and Japanese was added in February 2011. Support for Indonesian, Korean, Portuguese, Russian, and Thai was added in September 2011. Support for Turkish was added in June 2012.

Tagged

(URL: <http://www.tagged.com>)

Tagged is a social discovery website based in San Francisco, California, United States, founded in 2004. Tagged allows members to browse the profiles of other members, play games, and share tags and virtual gifts. Tagged says it has 100 million members. As of 28 September 2011, Quantcast reports Tagged monthly unique users at 5.9 million U.S., and 18.6 million globally. Tagged has acquired the social and instant messaging client Digsby and the gaming application WeGame. Michael Arrington wrote in April 2011 that Tagged is most notable for the abil-

(Continued on page 9)



COMESA—Leather and Leather Products Institute (COMESA/LLPI)

For more information about LLPI, please contact:
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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.

COMESA/LLPI's Leather Trade Information Portal

We are Very pleased to announce the launching of a Leather Trade Information Portal (LTIP) for COMESA/LLPI with the domain name <http://portal.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 Portal that is developed and launched is, therefore, one of the tools to effectively run the Regional Information Network that involves the collection, assessment, and dissemination of the leather related information. The Portal features leather sector information, trade information, and product and enterprise information of COMESA/LLPI member States. Regional and international information on the leather sector are also collected, analyzed, and disseminated through the Portal. We strongly believe that the Portal will have significant role to play in promoting productivity, competitiveness, trade and regional integration in the leather industry within and between COMESA member countries. Please frequently visit the Portal to stay up-to-date with the leather related information and to be notified of the current updates and discussion forums.

<http://portal.comesa-llpi.org>