

**REPORT ON**  
**UGANDA INTERNATIONAL TRADE FAIR (UGIFT) 2013, LUGOGO**  
**SHOW GROUNDS KAMPALA**

**2<sup>ND</sup> -10<sup>TH</sup> OCTOBER 2013**



***October 2013***

## Background

FLAMEA is a National Association of footwear and Leather goods Manufacturers and exporters in Uganda. It was formed by producers spearheaded by the participants of the National Dissemination Workshop held in Kampala in May 2011 and sponsored by COMESA/LLPI under PACT II and launched by the Minister of Trade Industry and Cooperatives in September 2011.

## Mandate of Participation

COMESALLPI is spearheading a cluster development initiative and promotion of intra regional trade. International Trade fairs are forums through which SMEs can show case, sell, create market linkages and establish business relations between SMEs in the region and the general market of the region under the COMESALLPI initiative and sponsorship.

FLAMEA being the National association of leather product producers, with the major objective that targets the development of the sub sector in the value chain, and promoting the cluster initiative promoted by COMESALLPI, organized the members to participate in collaboration with COMESA LLPI.

## Proceedings of the Fair

The fair begun on 2<sup>nd</sup> October 2013 and ended on 10<sup>th</sup> October 2013. At this trade fair, 19 SMES exhibited their products under the FLAMEA umbrella as indicated in the table below: .

No	Name of Company	Products	Country
1	BIG LEATHER GOODS LTD	Leather goods and Foot wear	Uganda
2	WEB SHOES	Leather goods & Footwear	Uganda
3	BOBBIE LEATHERS LTD	Foot wear	Uganda
4	TCFC CRANE SHOES	Footwear & Leather goods	Uganda
5	MZURI LEATHER GOODS	Leather goods	Uganda
6	ZOGAPHAT LEATHER CRAFTS	Leather goods	Uganda
7	AFRICAN FOOTWEAR	Footwear	Uganda
8	MUKOKO INVESTMENTS	Footwear	Uganda
9	OB SHOES	Footwear	Uganda
10	SSEKO DESIGNS	Sandals	Uganda
11	BA ISHAKA SHOE CENTRE	Footwear	Uganda
12	JK LEATHER PRODUCTS	Leather goods	Uganda
13	AFRICAN STRIDE SANDALS	Footwear	Uganda
14	KALEPA (ASSN)	Footwear & Leather	Uganda

		goods	
15	AGABA SHOE MAKERS	Leather goods	Uganda
16	SHOE CARE CENTRE	Footwear and Leather goods	Uganda
17	SHOE WARE HOUSE	Foot wear	Uganda
18	YEZICHALEM MEZEA FOOTWEAR AND LEATHER CRAFTS	Footwear and Leather goods	Ethiopia
19	ETHIO INTERNATIONAL FOOTWEAR CLUSTER COOP SOCIETY	Footwear	Ethiopia

The exhibition was completed successfully with several guests both indigenous and foreign visiting our stalls. Some sales were realized, contacts given out in form of brochures and company profiles (One SME Big Leather Uganda informed us that more than 1,500 company cards were given out to guests). At the end of the exhibition, an evaluation exercise was carried out as per evaluation form attached as appendix (i) and findings were as indicated below;

a) **Range and Types of products:**

- The exhibited products were mainly Footwear and Leather goods

b) **Sales:**

- Averagely, 100 pairs of shoes, 190 pairs of Sandals and a number of small leather goods were sold by the Ugandan SMEs.

c) **Organization:**

- That the organization of the fair was very good however the location of the tent was not along the main passage where most people can pass and have a view of the products.

d) **Challenges:**

- The people are not yet aware and sure that such leather products can be made in Uganda, and cannot differentiate between natural leather and synthetic leather.
- The cost of products seemed high for the guests as they compared to the Chinese products as they could not differentiate the quality.
- Lack of variety and range of products due to lack of quality materials, Quantities and variety.

e) **Lessons learnt:**

- Creativity and product development should be priority of the sector for market dominance by the regional SMEs (variety of fashions)

- Early preparations for such events allows to secure prime space and give ample time to produce competitive products as of prices and fashions.
- Sensitization to change people's attitude of the locally manufactured products

**f) Other benefits:**

- Networking with other Smes on sources of materials, possible markets and sharing experiences on sectoral challenges skills improvement and market linkages.
- Strengthened cooperation to boost and support the efforts to make the sector grow bigger and achieve more penetration of the regional market.
- There is possibility for SMES to work together and use the available equipment to improve on the quality of our products.
- Exposure of Ugandan Leather products to the regional and International markets.

**g) How best can the organizers adjust for better results:**

- Early booking to take advantage of prime areas in the show ground.
- Advertisement should include the TVs and News papers and radios to increase the awareness of the population.

***Some Pictures of the exhibition***



***EIFCOS leather goods products on display***



***Leather products in FLAMEA tent***



***Guests having view of the products***



***Guests at BLG and Bobbie Ltd***



***Variety of Sandals on display***



***Bobbie Leathers Ltd Products***



***African Stride Sandals***



***Children & Gents Shoes from Shoe Care Centre***

## **Conclusion**

The exhibition was successful and the objectives were achieved. Though some challenges were encountered in the whole process, they should not be hindrances but lessons to the stake holders for better performance of the Leather sector.

Appreciation to the COMESA/LLPI for the tremendous support to the National association and the Leather Sector in Uganda at large through the financial support toward this event.

Compiled by;

**MUSISI BAM ROBERT**

**General Secretary FLAMEA and**

**COMESA LLPI Focal Person Uganda**

**(Apendix i)**

**FOOTWEAR AND LEATHER GOODS MANUFACTURERS AND EXPORTERS ASSOCIATION (FLAMEA)**

P. O. BOX 1307, Kampala

**FAIR EVALUATION FORM 2<sup>nd</sup> - 10<sup>th</sup> OCT 2013**

Name of Enterprise:

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Contact Person: .....

Telephone Number: .....

Email: .....

Web site: .....

Physical Address (City/ Town/ Division/Street):

.....

Category of products: ( e.g. Leather goods, Footwear, Garments etc)

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Did you make any sales? (If yes or no state why?)

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How was the arrangement of the stalls and space?

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Any suggestion of how better can this be done? .....

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What challenges did you face during this fair?.....

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What could be the possible solutions to such challenges that our funders and the association can do to address such? .....

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From the wide experience, what do you suggest could be done to improve our performance in the sector regionally?

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***THANK YOU!!!!!!!***