



COMESA – LEATHER AND LEATHER PRODUCTS INSTITUTE (COMESA/LLPI)



BRIEF REPORT

On

Participation of LLPI, sponsored SMEs and Country Unit Representatives at the AALF, 6th Edition and Related Events

**February 20 – 22, 2013
Millennium Hall
Addis Ababa, Ethiopia**

I. Introduction

1. COMESA/LLPI co-sponsored and co-organized the 6th Edition of All African Leather Fair (AALF), 2013, which was held at the Millennium Hall, Addis Ababa, Ethiopia, from 20 – 22 February 2013.
2. The other co-sponsors and co-organizers of the event where: the Ethiopian Ministry of Industry (Mol), the Ethiopian Leather Industry Development Institute (LIDI), UNDP, UNDO, the Ethiopian Shipping and Logistic Services Enterprise, Awash International Bank S.C. Modern Group and Jupiter International Hotel. The Ethiopian Leather Industries Association (ELIA) is the lead organizer of the AALF...
3. The 6th Edition of AALF was officially opened by H.E. Mr. Hailemariam Desalegn, Prime Minister of the Federal Democratic Republic of Ethiopia. He was accompanied by H.E. Mr. Mekonnen Manyazewal, Minister of Industry and other high ranking Government officials, members of Diplomatic corps, LLPI Senior Management members, International Organizations and influential partners in the leather industry.
4. The 6th Edition, AALF 2013 attracted a significant number of producers and buyers of leather and leather products as well as influential investors from various countries. A total of 154 exhibitors, this included 57 international enterprises, 15 countries units and 21 SMEs drawn from the COMESA region. The balance was made up of Ethiopian enterprises.
5. Despite all the efforts made by the management of LLPI to bring together all Country Units and SMEs representatives of Member States, Eritrea did not send its delegates to participate in the Event and attend other subsequent programmes.



Photo 1: H.E. Mr. Hailemariam Desalegn, Prime Minister of Ethiopia, opening the 6th AALF at Millennium Hall, Addis Ababa, Ethiopia, February 20, 2013



Photo 2: H.E. Mr. Hailemariam Desalegn, Prime Minister of FDRE, accompanied by Dr. M. Mwinyihija, Director of COMESA/LLPI

II. Objectives of the 6th Edition AALF

6. The major aim of 6th Edition, AALF was to bring together the leather and leather products and allied industries from across the globe under one roof and to enable them to interact and make business deals as well as share experiences on the latest technology in the industry.



Photo 3: Partial view of visitors and representatives of National and International Organizations during the 6th Edition opening ceremony, 20th February 2013

III. Sponsorship Expenses

7. LLPI sponsorship expenditures included payments to ELIA to cover stand fee and Leather Journal Publication as well as expenses for Country Units and SMEs representatives to cover DSA, international travel, local allowances and miscellaneous expenses such as banners, hospitality, photos etc. details of which are shown in Table 1 below.

Table 1: LLPI Sponsorship Expenses from Regular Budget

| No. | Description of Items | Amount In USD | Remarks |
|--------------|-------------------------|------------------|------------------------------|
| 1. | Stand Fee | 4,860.15 | To ELIA |
| 2. | Air Ticket | 8,695.00 | To invited participants |
| 3. | DSA | 9,860.00 | “ “ |
| 4. | Lunch Allowance | 675.00 | Staff and Local Participants |
| 5. | Brochures | 81.99 | - |
| 6. | Banners | 162.14 | - |
| 7. | Photo and Video Service | 409.51 | - |
| 8. | Printing and Stationery | 18.18 | - |
| 9. | Food Stuff | 25.33 | - |
| 10. | Flowers | 24.56 | - |
| Total | | 24,811.86 | |

IV.COMESA/LLPI/RISP Sponsored stakeholders

- **Country Unit Representatives & SMEs Supported by LLPI**
8. COMESA/LLPI supported/financed 8 Country Units Representatives and 8 SMEs drawn from Ethiopia, Kenya, Malawi, Rwanda, Sudan, Uganda and Zambia. (Table 2: List of LLPI Supported Country Units and SMEs Representatives).
 9. The support to Country Units and SMEs Representatives was to provide an opportunity to exhibit leather products, which are being produced in various Member States of COMESA/LLPI.
 10. The Event also exposed them to latest leather products, equipment, chemicals and other accessories which were being exhibited by enterprises from Europe, North and South America, Asia, Middle East and Far East, Africa and Ethiopia. This platform was also meant for them to create strategic linkages with both regional and international players.

Table 2: List of Country Unit and SMEs Representatives sponsored by LLPI

| No. | Name | Nationality | E-mail Address |
|-----|--------------------------------------|-------------|--|
| 1. | Mr. Chipso Godfrey Kachiwala | Malawian | chiphunile@yahoo.com |
| 2. | Mr. Crispin Amasi | " | masilent94@yahoo.com |
| 3. | Mr. Moses Mulemba Simemba | Zambian | msimemba@zda.org.zm |
| 4. | Mr. Kachele Clement | " | kacheleclement@yahoo.com |
| 5. | Mr. Oscar Olaro | Ugandan | oolaro@gmail.com |
| 6. | Mr. Twaha Lukwanzi | " | lukwanzi@yahoo.com |
| 7. | Mr. Abdelazih Mohamed Ahmed | Sudanese | aazimme@yahoo.com |
| 8. | Mr. Abdelaziz Abdalla Abbakar Hassan | " | nltc_sudan@yahoo.com |
| 9. | Mr. Hashim Fatahalla Khalid | " | hashim2001@hotmail.com |
| 10. | Ms. Germaine Mukashyaka | Rwandan | mgermaine35@yahoo.fr |
| 11. | Mr. Jean Mfuranzima | " | cvk.coop@yahoo.fr |
| 12. | Mr. Thomas Ngila Kilee | Kenyan | thomas_kilee@yahoo.com |
| 13. | Mr. Simon Joshua Ng'ang'a Ngure | " | sjnganga@hotmail.com |
| 14. | Mr. Abebaw Aragie | Ethiopia | |

V. Performances by Sponsored Stakeholders

- **Country Units Representatives and SMEs**

11. The programme for Country Unit Representatives was essentially to participate in the Event as exhibitors. 15 Delegates (public & private) were represented from Ethiopia, Kenya, Malawi, Rwanda, Sudan, Uganda and Zambia.



Photo 4: COMESA/LLPI Pavilion/Stand

12. The Guest of Honor, Prime Minister of the Federal Democratic Republic of Ethiopia, Ambassadors, high-ranking Government Officials and renowned entrepreneurs visited the COMESA/LLPI/RISP Pavilion during the official opening.

13. Most of the SMEs sold out most of the products, which they had brought for showcasing, which demonstrates the high quality of their products, in face of competition from products from the host country, which is one of the leading giants in the COMESA region in the production of leather and leather products.

- **Small and Medium Scale Enterprises (SMEs)**

14. The COMESA/LLPI /RISP programme sponsored the participation of 21 private entrepreneurs from Ethiopia, Kenya, Malawi, Rwanda, Sudan, Uganda, Zambia and Zimbabwe, whose combined stand occupied the major portion of one block. These were sponsored under a cost sharing scheme. The cost sharing scheme is meant to build sustainability and a non dependency syndrome among the SMEs.



Photo 5: The Guest of Honor, while visiting the stand of Kenya SME

15. Recognizing the importance of the Fair, which has evolved into an annual event, COMESA/RISP sponsored (transportation and stand fees) for 21 selected SMEs representatives drawn from 8 Member States. LLPI had organized a common

exhibition stands to display their appropriately selected samples of leather and leather products during the 3 days event.

All participating representatives were satisfied with the way the fair was organized, and created new business ideas and gained experiences.



Photo 6: Rwanda SME Stand



Photo 7: Fashion Show was one of the Events

Table 3: List and Contact Address of SMEs sponsored by COMESA/LLPI/RISP

| No. | Name | Nationality | E-mail Address |
|-----|---------------------------|-------------|--|
| 1. | Ms. Salome Kangwa Kamanga | Zambian | mbo_60@yahoo.co.uk |

| No. | Name | Nationality | E-mail Address |
|-----|----------------------------------|-------------|--|
| 2. | Ms. Joyce Lupiya Mibenge | " | joyce_mibenge@yahoo.co.uk |
| 3. | Mr. Shurpi Antonio Woka | " | getupleatherworks@yahoo.co.za |
| 4. | Mr. Alibaruho Stephen | Ugandan | bingleatheruganda@yahoo.com |
| 5. | Mr. Byabashaija John | " | johnbyabashaija@yahoo.com |
| 6. | Ms. Nanziri Margret | " | Nanzirim2005@yahoo.com |
| 7. | Mr. Semakula Robert | " | Bobbie_leathers@yahoo.com |
| 8. | Mr. Taha Seedahmed Saeed | Sudanese | c/o samia_elamin@yahoo.com |
| 9. | Mr. Salah Hamid | " | c/o samia_elamin@yahoo.com |
| 10. | Mr. Abdalla Abraham Adam Bahr | " | c/o samia_elamin@yahoo.com |
| 11. | Mr. Sidik Bala Abdalaziz Mahmoud | " | c/o samia_elamin@yahoo.com |
| 12. | Mr. Ameet Hargovan | Zimbabwean | houseofsandals@zol.co.zw |
| 13. | Mr. Sibusiso Sibanda | " | emsawawa@hotmail.com |
| 14. | Mr. Ishmael Zhande | " | tilasg@yahoo.com |
| 15. | Mr. Hashmook Naran | " | tilasg@yahoo.com |
| 16. | Mr. Idris Mohamed Rupani | Kenyan | idrisrupani@yahoo.com |
| 17. | Mr. Francis Kimani Wainaina | " | franciskwainaina@yahoo.com |
| 18. | Mr. Bedan Kimeria Muraya | " | brasbuckle@yahoo.com |
| 19. | Mr. Robert Katana Wanje | " | giftshop.oldtown@gmail.com |
| 20. | Mr. Edward Malunga | Malawian | edwardmalunga@yahoo.com |
| 21. | Ms. Mangoma Mulikita | Zambian | mmulikita@comesa.int |
| 22. | Mr. Mshuka Kamwela | " | |
| 23. | Mr. Robert Njoka | Kenyan | robertnjoka@yahoo.com |
| 24. | Mr. Nicholas Mudungwe | Zimbabwean | nmudungwe@comesa.int |

VI.LLPI Country Units and SMEs Awareness Creation Workshop

16. A one day Awareness Creation Workshop, facilitated by COMESA/LLPI and sponsored by the COMESA/LLPI/RISP was held at the Ambassador Hotel, Addis Ababa on 22nd February 2013.
17. 31 participants drawn from 8 COMESA Member States (Ethiopia, Kenya, Malawi, Rwanda, Sudan, Uganda, Zambia Zimbabwe and LLPI attended the Awareness Creation Workshop). The Director, LLPI, Dr. M. Mwinyihija welcomed the participants and made opening statements.
18. The workshop was aimed to discuss substantive issues impacting on the leather sector with the Core Team members and SMEs who were participating in the AALF.
19. The Agenda Items discussed during the meeting included:
 - Overview and key accomplishment to -date of LLPI
 - LLPI's Leather Trade Information Network Development in the COMESA Region

- LLPI’s Role in the COMESA Region Leather Value Chain System Development
- LLPI’s Focus in Future Leather Industry Regional Development
 - Medium Term Strategic Action Plan of LLPI (2010 – 2015)
 - Regional Integration Support Programme (RISP) and Cluster management Excellence

Table 4: List of Awareness Creation Workshop Participants

| No. | Name | Country | Organization | Remark |
|-----|----------------------|-----------|------------------------|-----------------|
| 1. | Mekonnen Hailemariam | Ethiopia | LLPI | Paper presenter |
| 2. | Awlachew Sintie | “ | “ | Paper presenter |
| 3. | Hashmook Naran | Zimbabwe | Conte Shoes | |
| 4. | Khamsay Lumugpasrth | Hong Kong | APLF | |
| 5. | Francis Chikonde | Zambia | ADA | |
| 6. | Moses Simemba | “ | “ | |
| 7. | Sibusiso Sibanda | Zimbabwe | Signature Crafts | |
| 8. | Semakula Robert | Uganda | Bobby Leather | |
| 9. | Twaha Lukwanzi | “ | Mukoko Investments | |
| 10. | Musisi Bam Robert | “ | TCFC | |
| 11. | Tadesse H. Mamo | Ethiopia | LLPI | Paper presenter |
| 12. | Simon Nganga | Kenya | KFMA | |
| 13. | Thomas Kilee | “ | KIRDI | |
| 14. | Abebaw Aragie | Ethiopia | LIDI | |
| 15. | Robert Wanie | Kenya | Maridadi Leather Craft | |
| 16. | Hashim Khalid | Sudan | MoT | |
| 17. | Oscar Olaro | Uganda | MTIC | |
| 18. | Mfuranzima John | Rwanda | COOPCVK | |
| 19. | Ameet Hargovan | Zimbabwe | House of Sandals | |
| 20. | Zewdu Kebede | Ethiopia | LLPI | Paper presenter |
| 21. | Nichols Mudungwe | Zambia | COMESA | Paper presenter |
| 22. | Chiop Kachiwala | Zambia | MIT | |
| 23. | Moses Ngosa | “ | MCTI | |
| 24. | Mangoma Mulukita | Zambia | COMESA | Facilitator |
| 25. | Crispin Amasi | Malawi | LLEPDCC | |
| 26. | Taha Seedahmed | Sudan | Leather Chapter | |
| 27. | Abdelaziz Abdalah | “ | Leather Harmony | |
| 28. | Joyce Mibenge | Zambia | African Joy Ltd. | |
| 29. | Isam El Dawi | Sudan | Derma Tannery | |
| 30. | Germaine Mukashyaka | Rwanda | CAFACHAKI | |
| 31. | Abdelazim Mohamed | Sudan | NLTC | |

VII. COMESA/Regional Leather Sector 6th Core Team Meeting

20. The 6th Core Team meeting facilitated by COMESA/LLPI/RISP was held at the Ambassador Hotel, Addis Ababa on 23rd February 2013.

The meeting was attended by the following members and observers.

Table 5: COMESA Regional Leather Sector 6th Core Team Meeting Attendants

| No. | Name | Status | Country/Organization | Remark |
|-----------------|--------------------------|-------------------|----------------------|-----------------|
| 1. | Dr. Tadesse H. Mamo | Chairman | LLPI | Paper presenter |
| 2. | Dr. M. Mwinyihija | Member | Kenya | |
| 3. | Mr. Robert Bam Musisi | " | Uganda | |
| 4. | Mr. David Elias Daka | " | Zambia | |
| 5. | Mr. Nicholas Mudungwe | Member & Reporter | COMESA Sec. | Rapporteur |
| Excused Members | | | | |
| 1. | Eng. Samia Elamin | Member | Sudan | |
| 2. | Ms. Hazel Queen Magumise | " | Zimbabwe | |
| 3. | Mr. Fred Kongongo | " | COMESA Secretariat | |
| 4. | Mr. Abdissa Adugna | " | Ethiopia | |
| Observers | | | | |
| 1. | Mr. Zewdu Kebede | Observer | LLPI | |
| 2. | Prof. Mekonnen H/Mariam | " | LLPI | |
| 3. | Mr. Awlachew Sintie | " | LLPI | |
| 4. | Mr. Francis Chikonde | " | Zambia | |

21. The Agenda Items discussed during the meeting included the followings:

- Adoption of the Minutes of 5th Core Team Meeting,
- Matter Arising from Minutes of the 4th Meeting
- Review of Activities since 5th Core Team meeting, Closure of PACT II
- Envisaged Successor Programme
- Identification and approval of New Core Team Members.
- Way Forward for the Core Team
- Any Other Business.

22. The opening session consisted of welcoming statements by Dr. M. Mwinyihija, the COMESA/LLPI Director. He stressed the need of strengthening the Regional Leather Sector Core Team by making sure that its composition is dominated more by the private sector to the magnitude of a minimum limit of 75%. He further pointed out that it was fundamental that the core team is well resourced, as its functions were pivotal in supporting the implementation of the regional leather value chain.

23. Participants noted that there was a need to address the following issues, which were impacting negatively on the performance of the regional value:

- a. Increased imports of second hand and synthetic footwear and leather products from the third party countries;
- b. Shortage of finished leather in most Member States because of large export of raw hides and skins and wet blue;
- c. Ethiopia's non FTA status was impacting negatively on intra trade of leather and leather products from Ethiopia;

- d. Shortage of suitable finance instruments to support the development of value addition and SMEs
 - e. The need to boost the capacity building in the areas of design, technical supervision, production and quality control; and
 - f. They also recognized the support that COMESA was extending them to permit them to participate in international fair, as it was helping to improve their exposure and also to create linkages with potential suppliers and buyers.
24. In line with the Secretary General of COMESA directive to strengthen the Core Team, six (all private entrepreneurs) new Core Team members and 9 observers were identified and approved unanimously by the meeting:

New Core Team Members

- Zam Leather – Zambia
- ELICO – Ethiopia
- Leather Craft – Uganda
- To be yet identified – Egypt
- Adelpi Leather Apex – Kenya
- Saria – Sudan

Regional and International Observers

- Canadian International Development Agency (CIDA)
 - African Union Commission (AUC)
 - International Trade Center (ITC)
 - Food and Agricultural Organization of UN (FAO-UN)
 - Australian Agency for International Development (AUS AID)
 - United Nations International Development Organization (UNIDO)
 - United States Agency for International Development (USAID)
 - Common Fund for Commodities (CFC)
25. The 6th Core Team Meeting noted that the budget for subsequent meetings of the Core Team was secured under – Regional Integration support Program (RISP).
26. The Meeting recommended that the 7th Core Team meeting be held in Khartoum, Sudan, between June – July 2013. The Core Team directed the Secretariat to take all necessary measures and to ensure that the above new members and observers attend the 7th Core Team Meeting.

27. .

VIII. Recommendations

28. The All African Leather Fair, 6th Edition, 2013 lacked sufficient organizational capacity and therefore, it is recommended that all AALF Editions are supported by experienced and professional Event Organizers or Consultancy Firm to guarantor full primary and secondary support for exhibition, expos and other events.
29. Full sponsorship by financing organizations may lead African entrepreneurs to develop a dependency syndrome, hence there is a need to cultivate a self-sustenance model through a phased out cost sharing process. Sponsorship should be an optional to African SMEs who want to further their businesses.
30. The AALF Events must cover the whole value chain i.e. importers and exporters of finished leather, producers and traders of chemicals, tanning and footwear machineries.
31. The venue must be provided with services such as Government Agencies, Business Centers, B2B/B2C, Portal and Virtual Event Services, Exporters and Foreign Buyers Advice Bureau, Foreign Visitors Bureaus, General Information Center, Press Room (Press Conferences), Internet Access etc.

IX. Acknowledgement

32. For the success of the 6th Edition, AALF, co-sponsored and co-organized by COMESA/LLPI, the Board of Directors of the Ethiopian Leather Industries Association (ELIA), the Ministry of Industry of FDRE, COMESA Member States, the COMESA Secretariat, other co-organizing bodies, deserve the COMESA/LLPI's valuable and special gratitude.
33. Particular recognition is extended to all sponsored delegates by COMESA/LLPI/RISP for their participation and indefatigable circumstances while exhibiting respective samples during the active Trade Fair, 20 – 22 February 2013.