

ALLPI ANNUAL REGIONAL CONSULTATIVE FORUM 2018

***Implementation of the Malawi Leather
Value Chain Strategy***

PRESENTATION OUTLINE

- INTRODUCTION
- PROGRESS
- PLANNED ACTIVITIES
- CONCLUSION

OBJECTIVE OF THE STRATEGY

The overall objective of the Malawi Leather Strategy is to transform the Malawi's leather value chain from the production and export of raw hides and skins and partly processed products to the production and export of value added products such as finished leather, footwear and leather garments.

PROGRESS

❑ **SATELLITE LEATHER DESIGN STUDIO**

- The Satellite Leather Design Studio was launched on 19th October, 2018



Highlights



PROGRESS

CAPACITY BUILDING

- ❑ Facilitated Training for on the use of the Leather Design Studio (LDS) equipment such as the Digitizer, Shoe Master Software and the Pattern Plotter Machine – Involving LIAMA, DAPP & the University
- ❑ Business Management and Marketing Training conducted through SMEDI covering the following topics:
 - *Cooperative Concept, Business Management, Marketing, Material Sourcing, Costing & Pricing, Bid Tendering Processes & Procedures*
- ❑ In collaboration with Africa Leather and Leather Products Institute (ALLPI), a training on Footwear Designing and Finishing was conducted prior to the launch of the Studio from 12th to 20th August, 2018.
 - *Pattern Cutting, Designing, stitching, skiving and seaming, Lasting Techniques & Quality Assurance*



PROGRESS

❑ **LEATHER DESIGN STUDIO BUSINESS PLAN DESIGN AND IMPLEMENTATION**

- ❑ Participated in the Capacity Building Workshop on Business Plan Design & Implementation – Mombasa, Kenya, July, 2018
- ❑ The Ministry supported the participation of Leather Products SMEs at National Trade Fair in Blantyre
- ❑ Participated in the All Africa Leather Fair (AALF) in Addis Ababa – 2018.



PROGRESS

- ❑ **LEATHER DESIGN STUDIO BUSINESS PLAN DESIGN AND IMPLEMENTATION**
- ❑ In Collaboration with ALLPI, the Ministry carried out consultations with SMEs and held a workshop on the Leather Design Studio Business Plan
- ❑ Completed the Development of the Business Plan for the Malawi Leather Design Studio.



Planned Activities

- Train LIAMA SMEs on on-line marketing
- The same will be shared with Africa Leather and Leather Products Institute (ALLPI) leather portal



Planned Activities

- Awareness workshop on Standards for Leather and Leather Products
- Development of booklets on leather standards
- Engage with Technical Colleges, DAPP, Universities to access utilize the Studio for Training & Practical
- B2B Meetings:
 - Targeted engagement with potential buyers
 - Consultative symposium with Financial Institutions
- Establishment of LIAMA Primary Cooperatives and LIAMA Union

Facilitating Investment in a finishing Tannery

- The Tannery formerly leased by the Chinese was closed due to failure to address effluent treatment issues. Hence, Malawi is prioritizing marketing investment in a finishing Tannery to complete the Value Chain.
 - *The Tannery was processing up to Wet Blue stage*
- Feasibility Analysis for Setting up the Tannery was Done
 - *Total Project Set up Costs: Approx: USD 3,841,400*
 - *Malawi footwear demand alone is estimated at 15.5 m (2017) & Local Production estimated at 0.3 million*

Facilitating Investment in Tannery

- Discussions are underway between the owner of the Tannery and a Prospective Investor / Promotor (South East Tannery) intends to acquire Liwonde Tannery factory from its owners at a value of US\$600,000.00

Thank You!!!