

Disclosure event of Qom MATREX fair poster was held

Tehran Galeria Center hosted poster disclosure ceremony of MATREX on 30th August in which raw material, machinery, leather producers and technology providers will present their products in Qom international fair. This event was quite impressive as it was with participation of top managers, business activists and shoes and leather industries veterans like head and board of directors of Qom Chamber of Commerce, president of Iran's national polymer industries association, director and board members of Iran's shoes society, Iran's natural leather, Iran's artificial leathers, Islamshahr shoes union, and manufacturer and prominent suppliers of machinery and raw materials.

"The successful experience of the recent Qom Shoes Fair inspired us to host the shoes family industry in two separate division including final product and machinery. As our last poll surveys suggested, machinery and dependent industries require a specific space to demonstrate their capacities; hence the MATREX is scheduled for the current November to meet this demand, while the fashion fair of shoes, sandal and slippers will be held in the next January." Javad Shabanzade president of Qom machinery shoes association and organizer of the MTREX and Qom Shoes fair expressed in this ceremony.

He also added: "this is a strong desire that shoes and leather dependent industries with focus on machinery and technology require special supports and to fulfill this national demand METRICS is established. Although this event will be held in Qom province, it is aimed to cover the whole industry and regardless of our province priorities we pursue a national vision."

Shabanzade, in addition, emphasized: "there is a high power and capacity in the Qom region for shoes, leather and dependent industries through



which we can improve shoes industry and official authorities embrace domestic as well as foreign investment in this industry as they have fully grasped this business is tailored to the environment of the region. As an example, shoes industry not only has a great potential for job generation, particularly home job opportunities, but also compare to other industries, it has minimum dependency to water sources which due to the climate of the region and draught condition is quite vital."

"From cultural aspect, it is aimed to improve shoes design and modeling according to Iranian culture and the core concept of the family that we respect in our culture", organizer of the METRICS expressed.

The next speech was delivered by Haj Vali Rezaee, the veteran of Iran's shoes industry, while he elaborated the critical role of the shoes industry in the national level. "it is assumed that 3200 related products to the shoes industry is imported from abroad and MATREX can provide a unique opportunity to localize their production through technology transformation. This plan supports the government's self-sufficiency macro policy as well.

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