



**-4** MPEX 10th: in summary it should be said that MPEX 10 can be considered as the symbol of Iran's shoes industry and for ASSOMES it was full of international communication. Although, the fair celebrated its 10th anniversary, it was held jointly with textile, garment industry as well as Iran's fashion fair. In fact, an integrated presentation of garment industry should be counted as the innovation of this fair. Furthermore, the exhibition was full of international communications for ASSOMES. In this fair, ASSOMES pavilion hosted several diplomatic guests. Saudi Arabia ambassador to Tehran was one of these guests. During his visit, Ali Lashgari- ASSOMES CEO- elaborated the detail capacity of Iran's shoes industry. Also, he expressed Iranian shoes manufacturer's interest for expansion of commercial communication.

"The value of Iran's shoe export has reached to the annual amount of 120 million dollars. Now, Iraq is our first export destination. Furthermore, we have in-direct export to Saudi Arabia through UAE though we hope the recent political improvement between two countries, advances commercial relations as well." Ali lashgari, stated.

In response, Saudi Arabia ambassador welcomed more commercial engagement and explained: "It is our willingness to improve commercial deals, in parallel with political improvements but rather than oral promises, we need to take serious steps; therefore, I think signing commercial agreement between professional associations can help both sides.

**-5** Qom Matrex 2023: In November, Qom hosted shoes material, accessories and machinery producers independently, for the first time. Traditionally, these group of producers presented their products with shoes final producers; but it was believed their capabilities in the course of time have been neglected, while the sector is prepared to play role, independently. In order to meet the general demand of the industry, Matrex was held with 207 internal as well as international participants, which seems promising performance for the first year. Also, ASSOMES actively participated in this fair.

**-6** Mashhad 14th Shoes, bag and leather fair: This year's Mashhad fair impressed local and national participants. In spite of the limited number of participants- just -130 the performance and outcome of the fair was desirable. Invitation of international guests from neighboring countries, including Iraq and Afghanistan have been considered as the advantage of the fair. In particular, attendance of Herat mayor in the opening ceremony of the event and active approach of Afghan businessmen proved the proximity of Mashhad to Afghanistan is still a leading factor to advance shoes exports to Afghanistan, though political relations are fragile. ASSOMES took part in this event with a team of experts.



**-7** Qom Shoes 7th: like the past years, Qom shoes attracted the most audience and in January Qom hosted thousands craftsmen and business delegations around the country. Quantitatively, with %30 growth, number of participants reached 400. It is notable that organizers of the event had received 711 requests, but because of the space shortage they just accepted 400 companies. Statistics shows that during 4 days of the fair more than 41thousand of Iranian visitors and 758 foreign guests have visited the event; that is an incredible performance. Also, conducted opinion polls shows a high satisfactory rate. Totally, organization of the program was highly productive. Furthermore, the quality of participants was very good. All these advantages, has put the Qom Shoes in the center of attention and it is believed that unless making impressive improvement in other fairs, their organizers would witness reduction in the number of their audiences. ASSOMES's member of CEO as well as a team of experts represented the association in this event.

# Review of ASSOMES events and participations in 1402

## Introduction

1402 is coming to close, while the year was culminated with several events and ceremonies that ASSOMES as one of shoe industry major players according to the level of the event has participated in most of these events. In the following, performance of ASSOMES through its attendance in the industry events in 1402 will be discussed:

**-1** Tabriz shoes industry: Tabriz is considered as one of the strong pillars of the shoes industry in country. Not only, the great accesses to natural material like leather, but also its proximity to Turkey as one of world prominent shoe producers has generated competitive advantage for the shoes producers of the region. Like the 24 previous years, the calendar of shoes events started in Tabriz. The exhibition was held in July 2023 and a delegation consisting of CEO members of ASSOMES- Ali Lashgari and Mohammad Arab- visited the fair. In addition to a simple visit, expansion of communication with regional manufacturers, local authorities and professional associations and unions was the other agenda that was followed by this delegation; hence a meeting was hosted by Tabriz chamber of commerce in which represents from Tabriz shoe union, Tabriz shoe association, Tabriz leather producers and Tabriz export association took part in and mutual interests of both sides were debated there.

**-2** Hamedan fair in the shadow of negative publicity: the second event was held in the center of Hamedan province in July with participation of less than 50 enterprises. In fact, neither local manufacturers, nor national producers found out the event attractive; therefore, a team of expert from ASSOMES took part in the event just to explore more opportunities for taking further steps in the future. However, revising procedures and policies to enhance



better performance in the following years is recommended to the coordinators of this fair; otherwise slump in number of participants in next years is not ruled out.

**-3** Iran Plast international fair: Iran Plast 17th was held in August with participation of more than 780 national as well as international companies. The major foreign participants were from Germany, Italy, Spain, China and Turkey. The fair covered five primary categories including, materials, equipment and machinery, prefabricated and fabricated products, materials and services. In a different experience, ASSOMES took part in this event in pavilion of Iran's polymer industry association. The outcome was desirable as it led to a closer relationship with producers of shoes material.