

Admiration and appreciation of Mashhad shoes producers' veterans and top brands

The first Mashhad Shoes Industry Conference appreciated veterans and shoes top brands.

The first Mashhad Shoes Industry Conference was held on 20th Aban. The summit was the joint program of Mashhad Shoes Union and Mashhad Shoes Producers Association in which Mashhad shoes industry veterans as well as top Mashhad shoes manufacturer being appreciated.

Request for more governmental support

Hadi Makhmali, director of Mashhad's House of Guilds specified the active role of Mashhad Shoes Union and added: "Shoes industry is considered as export-oriented industry that our high-quality products imply our strong competitiveness advantage which can boost the national revenue.

In addition, shoes industry is able to pick up the labor market through generating more job opportunities. All in all, it can be concluded that shoes industry is deserved to receive more emphasize. For example, HSE improvement in small workshops is a big concern that can be addressed by establishment of shoes industrial zone with standard workshops that are equipped with safety tools. Unfortunately, this project is neglected for several years by authorities and even its land isn't allocated."

Also, he reviewed the current capability of Iran's commercial center in Afghanistan and stressed we are prepared for encouraging participation of shoes and garment producers in this market.

Incentives for recruitment of Iranian labor

General manager of cooperation and welfare in Khorasan Razvi province was the next person who delivered his speech.

"12000 unemployed, currently, receive unemployment pension, while 20000 has officially submitted their on-line request in our website as a job seeker. This is a unique opportunity for shoes manufacturer to fulfill their labor demand." Mohammad Amin Babai added.

Furthermore, he emphasized: "Shoes producers will benefit a number of facilities and subsides if they recruit Iranian workers. For example, a free three-month training is scheduled for Iranian workers in which participants will learn basics of shoes production. In addition, in order to address unemployment of university graduated, if employers recruit them, prospective applicants will receive basic salary during their training; also, the scheme has excluded employers from paying social security insurance for the first 21 month and relevant costs will be financed through government subsides.

A 35percent growth in Khorasan Razavi export General director of SAMT delivered speech as well in this meeting. He initiated his speech with industrial strategic policies of the province.

"Moving toward production of handicrafts and symbolic artistic products is our strategic approach that drives producer's competitive advantage, particularly, if they take an innovative approach." Amir Reza Rajabi stated. "Emerging at least 8 brands in shoes industry can be the minimum outcome of this conference and I expect this achievement for the next year Khorasan Razavi brand conference." Rajabi noted.

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