



Tir

Among this year's educative workshops, "The Customer-Orientation" exclusive for Melli Shoes Mangers was remarkable enough, which held in Tir in Tehran.

The 66th ASSOMES CEO meeting, also, was another chief story of the Tir that grabbed much attention. CEO Members debated Iran's shoes export's figure which suggested a 10percent fall compared to the last year.

It was an inspiring news in Tir for shoe industry, when Abdolmajid Saeedi Nejad, director manger of Payam shoes awarded as a Veteran Manufacturer in the "Industry Day" 10-th Tir- by the ministry of "Industry, Mines & Trade".

Amordad

The 18th of "Tabriz international exhibition of shoe and bag", which held from 5th to 8th Mordad, was the turning point of this month. 140 Companies took part in the fair. Several business delegations, including a Russian delegation and a number of Italians visited the exhibition.

Simultaneously, Tabriz Chamber of Commerce hosted the first international "Shoes, Leather and related industry Conference" in 7th Tir. A number of Turkish, Russian and Italians experts attended in the conference and delivered their speech with the subject of "mutual collaboration".

Golnaz Nasrollahi, who has been worked as the senior manager in Iran's Shoes & Textile industry for a long time, was one of the key lecturers of the meeting. She delivered a comprehensive assement from current situation of shoes industry

and finally she announced that she is going to leave her governmental position after thirty years because of retirement. After Tabriz exhibition, ASSOMES CEO had another meeting. The major issue of the meeting was "the way fighting the illicit trade in shoes". Members, unanimously, believed they require clear &valid information; therefore they asked a research institute to conduct a survey on this issue. Also, members of the board discussed other research projects done by Ara Consultant Company, including future-study of Iran's shoes industry which suggests valuable results. It was opening ceremony of the 7th Shima shoes chain in Tehran. Shima is one of the most well-known shoes brands that has been elected as Iran's top exporter several times during these years. Shim's new 400m extend store is placed in the Tehran's downtown shoes, Sepahsalar Street.

Shahrivar

Finally, the report of the research project through "the way fighting the illicit trade in shoes" was published this month. This report provides shoe suppliers with an assessment of the current challenges also it includes a number of invaluable solutions that are developed by the researchers and can be helpful for this year.



Ordibehesht

The third exhibition of Leather, Bag & Shoes Accessories was held in Tabriz from first to third of Ordibehesht. In addition to Tabrizian companies, some represents from Tehran, Isfahan, Ghom, Mashhad and Hamedan get featured their products. Also, Italians and Turkish companies presented their capabilities. The exhibition recorded an impressive rise in participants figures compare to the preceding year which caused great satisfaction of the visitors. Also, it was the 23th birth of the Shoes Industry Magazine. Considering the short life of the majority of Iranian's magazines, now, more than two decades constant publishing is a signal honor for the Shoes Industry Magazine. Discussing certain agendas of The Sixth National Conference on Shoes & Leather Industry was the other major issue of Ordibehesht. The meeting held in Tabriz while represents of variety of industrial associations related to Shoes & Leather industry took part in. Finally, members went for these agendas:

- Productivity -Quality
- Price-fixed -Exports

Beside all these events, the newly established shoe union of west-south of Tehran hosted its first meeting. This region is a pole of manufacturing shoes –especially sports shoes- in Iran.



Khordad

Let's start this month with the key issue of 63th meeting of ASSOMES CEO. "While a fall in embrace of domestic shoes manufacturing among citizens is obvious, A Turkish company has ran 92chain stores whole the country. It is a growing concern which is not short of a serious threat," this was the prominent message of the meeting.

Furthermore, "Bella Shoes" hosted its annual assembly, which came in a good deal of criticism over the performance of the previous management team.

Similar to former years, fluctuation in the price of raw material was still a concern for the shoes suppliers. But, for the first time ASSOMES mediated between influential partners in National Petrochemical Company which leaded to an agreement between Shazand Petrochemical Company and DOP producers. This was an attempt to support shoes industry and brought various advantages for shoes manufacturers.

Also, the 9th Mashhad Shoes, Bag, Machineries and Leather were hold in Khordad from 5th to 8th which presented some criticisms beside its advantages.

On the one hand, experts believed such regional exhibitions fulfill regional rather than national interests; on the other hand, absence of gigantic brands was credible evidence for ineffectiveness of regional exhibitions. Also, the exhibition was scheduled for the time coincides with ICEF Turkey exhibition which enjoy a great number of supporters.



Article

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Monitoring IRAN's Shoes Industry

It was peculiar enough, the year 1395. However, Plasco catastrophe, the sudden demise of Ayatollah Hashemi Rafsanjani and Abbas Kiarostami were unexpected and sorrowful occasions of the year. In addition, Joint Comprehensive Plan of Action (Barjam) comes to the first year of its birth, along with Trump won the United States of America's Presidency election and started his mission in the White House.

In spite of all these challenges, economic outputs look promising. The figure anticipated for the export, entirely was met and with regard to international development tie an impressive improvement occurred, though for reaching sustainable advancements, Iran's economy must stay in touch with key global partners, intensively; especially facilitating financial transactions with valid banks and working with high-tech companies are indispensable.

As far as the strong association between different areas, it is essential to discuss shoes industry in relation with other aspects. Mainly, as long as other industries, shoes market suffered a deep depression through these years. But amid of all challenges shoes manufacturers tackled some of their troubles by penetrating in emerged markets and gaining share market there, which was a great contribution for shoes exporters. In the following you will be provide with a monthly monitoring of shoes industry:

Farvardin:

Membership of ASSOMES (Association of Managers and Experts of Iranian Shoes Industry) In International Union of Shoes Industry Technicians (UITIC) perhaps was the most month determinant news, which grabbed the whole attention. Prior to Iran's joining, the union had 27members. The major purpose of UITIC is making development in shoe know-how. Publishing seasonal newsletter as well as holding professional conferences with the issue of shoes industry are some of certain activities of UITIC. With regard to several experts' opinion who considers global ties as contributing factor for Iran's shoes industry, it is believed that such mutual collaborations can be helpful for Iranian shoes manufacturers to take extroverted approaches and reform their traditional structures.

Moreover, Assomes the first CEO meeting in 1395 was held in Melli Shoes holding. Manoocher Salehi -ex-president of Melli Shoes holding- hosted this meeting. Through this visit Assomes CEO Members got informed about the future Melli Shoes strategies.

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