

## Bahman

The early of the Bahman was coincident with the 133th year of the establishment of Tehran Chamber of Commerce (TCC). The existing CEO of TCC took opportunity this date to award successful entrepreneurs & veterans in field of business. Senior administrations -such as the vice president took part in the award ceremony to show their respect toward veterans and to get excited the new generation to run new enterprises. Among the winners name of Abdol-majid Saeedi Nejad –the founder of Payam Shoes- was striking enough though he is also greatly famous for his involvement in pharmaceutical industries.

The 76th CEO's meeting was held in Bahman while their main agenda was the national campaign in support of domestic shoes manufacturers. The campaign was called "I wear Iranian shoes" which initially commenced in Tabriz. The ways for extending the campaign through the country was the main concern. Beside, the assembly discussed the issue of the shoes export and the struggles which is involved with such as the fixed price and the price of the raw material. The meeting was comprised other agendas including: the executive process and the progress of the City Shoes, Melli Shoes' ties with manufacturers and monitoring the trend of import.



## Esfand

Let's start this month with the message that Ali Lashkari as the president of the ASSOMES wrote for the Ali Fazeli, his counterpart in Iran Chamber of Guilds (ICG). A letter in which Lashkari appreciated ICG's attempt to promote the national campaign of Iranian Shoes among the country. A campaign which growth in popularity in the Bahman .

Finally, a report on the issue of qualitative evaluation of the IMPEX5 was published in this month. It was conducted by the Ara consultant company and its content was plenty innovative. Experts believe that such these investigative reports is helpful either to perform better exhibitions or to achieve more improvements in the shoes industry.



## Azar

A report including the annual shoes export forecast published in this month, for the first time. Report anticipated the amount of shoes export for 1395 in a range between 95-85 Million \$, which demonstrates a 10 per cent fall compare to the year of 1394. In spite of anticipation of this considerable decline, writers believed this deficiency can be compensated through two approaches: first by holding policy of stimulating export by the government and second developing new solution to get manufacturers involved to penetrate in the new markets.

Furthermore, the 73th meeting of Assomes CEO was held in 22th second of Azar in memory of "Haj Mohammad Taghi Torkaman" as a veteran & founder of "Amin Leather" brand. ASSOMES secretariat in this meeting, expressed that has been received an invitation for the "Afghan-Plast exhibition. In addition the board discussed the process of the study of "Identifying & Analyzing the Iran's Shoes Industry Strategic Advantage, which was conducted by ASSOMES and monitored by the Industry, Mine & Trade ministry. It was stated, as well, that Golnaz Nasrollahi has embarked upon her new career as the minister consultant in the area of textile, garment, leather & shoes industry.

Holding the IMPEX5 exhibition was the last but the most worthwhile news of this month. More than 2000 national companies in addition to a number of international enterprises took part in

this event and presented their products & services related to bag, shoes and leather industry from 16th to 19th Azar. International companies were from countries including China, Turkey, South Korea, Italia & Taiwan. It was believed that this exhibition proved a remarkable improvement compare to the last year exhibition.



## Day

Iran's chamber of commerce hosted the 74th board meeting of the ASSOMES in 28th Day. A meeting in which a range of significant issues was discussed. One of these issues was Pars Navid co's offer. They explained their plan to compile a list of retailers in the national level for credit shopping and they expressed their interest to put the name of ASSOMES members in their list.

From educational aspects, also, this month was fruitful. The first course on shoe industry with coordination of ASSOMES was performed by Ara Consultant Company, while it enjoyed support of the Iran Small Industries & Industrial Parks Organization (ISIPO). Also a number of educational courses implemented by the hand-made shoes union which provide participators with the modern techniques in field of shoes industry.

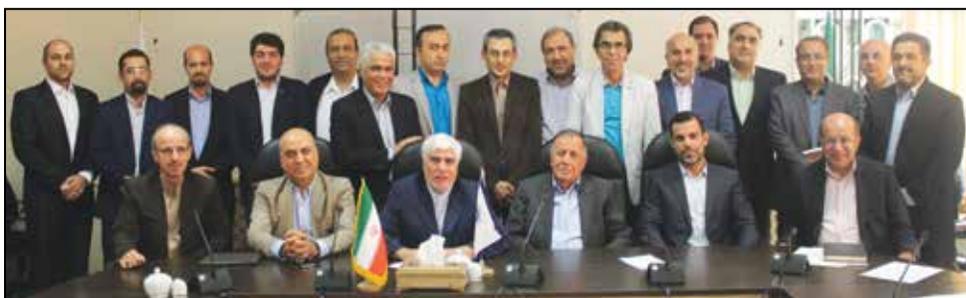




## Monitoring IRAN'S Shoes Industry

### The second part

In the previous report we discussed the first six month performance of the shoes industry and its related industry in 1395. The second part of the report, which is publishing in this issue, will provide you with the monitoring of the second six month occurrences of the shoes industry.



### Mehr

The turning point of Mehr, as the first month of autumn, was a joint between shoes & leather leading brands and Islamic Republic of Iran Broadcasting's (IRIB) top managers. In fact, in a meeting which was hosted by Iran Chamber of Commerce, IRIB offered considerable offers for TV advertisement.

Also, 70th meeting of ASSOMES' CEO was held in Mehr. With regard to the growing concern of deficiencies in the supply of the raw material, members of the board discussed this issue, particularly the price of Hexanol which has a direct impact on the fixed price of the shoes.

Let us to mention, also, a promising story. Unlikely the past years that top shoes manufacturers exporters were referred in the textile category, Shoes industry this year, for the first time will be assessed separately, according to the new rule. It is believed that this trend will bring more chances for shoes exporters.

### Aban

A report published by Melli shoes in which interesting statistics in association with trend of sales of the company grabbed attention. 200 Milliard Rial sales forecasts for 1395 was one of the major points of this report. Hitting this amount will prove 61 per cent growth compare to the 1394.

Also, in 26th of Aban the Assumes CEO's meeting was held with taking part of two influential guests: CEO member of Atieh-Saba's holding –owner of Melli Shoe- and the new president of Melli shoes who just after a week of his installation as the president of the company attended in this meeting to show his interest to have ties with ASSOMES and manufacturers

According to the complaints of shoes manufacturers about the payment policy of the ex-president of Melli Shoes, both managers expressed that in spite of their belief in terms of the necessity of making improvements in shoes industry particularly with regard to "price" & "quality", they are not likely to pursue pressure approach on manufacturers.