



AGRA FOOTWEAR  
MANUFACTURERS &  
EXPORTERS CHAMBER

16<sup>TH</sup> EDITION  
**MEET AT AGRA**  
LEATHER, FOOTWEAR COMPONENTS  
& TECHNOLOGY FAIR

Nov. **8** **9** **10** 2024  
AGRA TRADE CENTRE  
Village Singhna, NH-19, Agra



**SPONSORSHIP  
PROPOSAL**



# FAIR OVERVIEW

**M**eeet at Agra is on the verge of crossing another Landmark - the year 2024 will see the organization of the Fair at the AGRA TRADE CENTRE - a Venue indigenously developed by the Shoe Fraternity of Agra to give a boost to Conventions, Conferences, Seminars and Trade Fairs of the Footwear Industry. The Organizers and the Managers of the Fair look forward to welcoming all the Exhibitors, Associates, Participants and Visitors to this State of the Art Facility !! Meet at Agra, the Leather, Footwear Components & Technology Fair, 2024 establishes its unique position in the footwear industry and is known as the 'premier event' for national and international organizations seeking business opportunities in India's huge domestic market. The exhibition was conceptualized to bring together a variety of leather, footwear components and machinery & equipment manufacturers from across the world with a view to share the same business platform and enhance the benchmarks of footwear technology and service.

**The overall objectives that were set for Meet at Agra were:**

- To meet its growth projections vis-a-vis the increase in the quantum of exports;
- To mobilize the exhibitor participation;
- To maximize the overall footfall in the fair, while at the same time strive to optimize 'sharing and collaborating' at global levels.



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# SECTOR OVERVIEW

India is the second largest global producer of Footwear after China with annual production of 2080 million pairs. The Footwear Sector is a very significant segment of the Leather industry in India -rather it is Engine of Growth for the entire Leather Industry.

The Indian footwear market, currently valued at \$26 billion, is expected to reach \$90 billion by 2030. This growth will be driven by increase in non-leather footwear demand and possible shift in leather shoe production from small-scale, cottage industries to large corporates.

The historic city of Agra is the biggest Footwear cluster of India. Agra is known for footwear manufacturing since the 15th century Agra has about 250 mechanized/semi mechanized units & 5,000 Cottage Industries accounting for manufacturing capacity of 3,00,000 to 5,00,000 pairs per day. It provides about 4,00,000 Jobs in the cluster. Today Agra meets 65% of domestic requirement & has 28% share in the total footwear exports from the country.



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# ABOUT AFMEC

The Agra Footwear Manufacturers and Exporters Chamber (AFMEC) acts as a Sector Catalyst in influencing policy decisions by creating an atmosphere of mutual awareness on issues of common interest. It achieves this by acting as a bridge that connects the various Government Agencies with the thought process of the Industry. In doing so it initiates appropriate strategic thinking at the Macro Level and attempts to streamline operational inefficiencies at the ground level. As International participants, the members of AFMEC ensure a platform of business exchange, thereby ensuring collaborations with their foreign counterparts and aligning sector best practices in India and abroad.



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# From AFMEC President's Desk

Dear Industries Fellows

I'm pleased to announce the upcoming "Meet at Agra 2024," a premier Component & Technology B2B Fair, scheduled to be held on the 8th, 9th, and 10th of November 2024 at the Agra Trade Centre, Village Singhna, NH-19, Agra.

This year, we are expecting an even greater number of exhibitors from across India and overseas, showcasing the latest advancements and innovations in the footwear industry. Agra, being the largest footwear manufacturing cluster in India, is the perfect venue for this grand event.

We strongly appeal to all members of the footwear industry to participate in this significant fair. Your presence and participation are crucial for fostering new business relationships, exploring technological advancements, and strengthening our industry's future.

We are excited to welcome you to "Meet at Agra 2024." Let's come together to make this event a remarkable success.



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# EVENT SCHEDULE

- Inaugural Ceremony
- Technical Seminars
- Lamp Lighting Ceremony
- Live Q&A Session
- Welcome Speech
- Panel Discussion & Live Q&A
- Award Ceremony
- Closing Ceremony



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# BUSINESS OPPORTUNITY

- Showcase
- Connect
- Collaborate
- Exhibition Stalls Spaces
- Seminar
- Participants
- Exhibitors
- Event Title Name Rights
- Activity Title Name Rights
- Investment
- How to improve Shoes industry
- Visitors Walk-in
- Business Walk-in
- Business Speakers (Live)
- Branding Opportunity
- Direct involvement in Public
- Expected Visitors-20,000
- Create Brand Value



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# SPONSORSHIP BENEFITS

- Logo on Hoardings
- Media Coverage (Electronic, Prints and Magazine)
- Logo on Invitation Cards
- Logo on News Paper Ads
- Logo on Poll Dangler
- Logo on Backdrop
- Visual Ads
- Digital Ads
- Social Media Ads
- Web Advt. -meetatagra.com / afmec.org
- Guest of Honour
- Logo on Welcome Gate
- Logo Local Cable Ads
- RJ-FM Activity
- Logo Stand on Event place
- Logo on Notepad
- Logo on Event Booklets
- Event Photography & Videography
- Logo on Side Boundary
- Live Brand Digital Album
- Logo on Brochure
- Logo on Email Newsletters
- Branding on all official Ads & Letters printing
- Logo on Moments.



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# WHY SPONSOR US



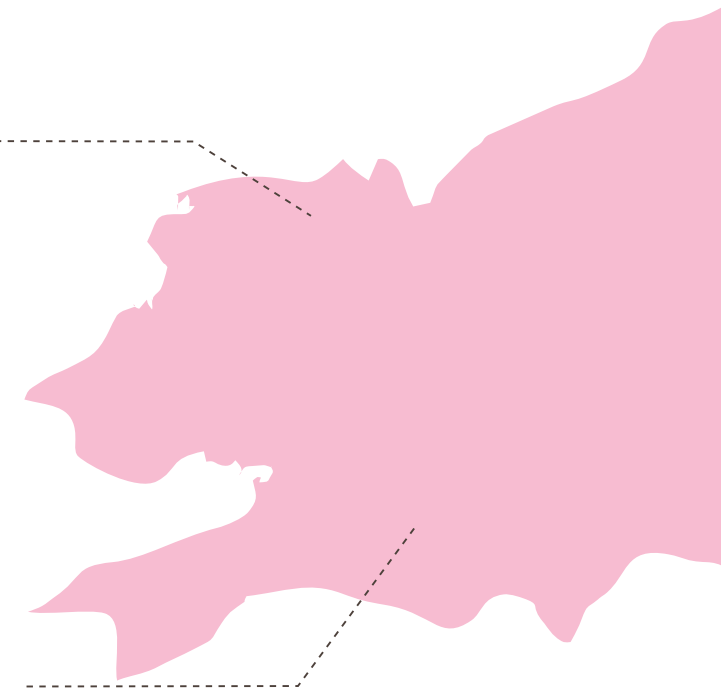
## RAISE BRAND AWARENESS

Make your business stand out and get a place for your brand in Agra with a population of 2.3 million



## BUILD STRATEGIC ALLIANCES

Generate leads for strategic alliances and most importantly, potential customers. Find distributors in Agra and enjoy B2B meetings.



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# VISITORS PROFILE

 Government officials	 Investors & Businessmen	 Industrialist & Factory Owners	 Trade Delegations & Foreign Missions
 Trade Buyers	 Shoes manufacturers	 Importers and Traders of Footwear	 Wholesalers & Distributors
 Trade Associations & Federations	 Fashion and Trend creators	 Consultants	 Footwear & Leather Specialist
 Online Shopping	 Bags and Leather Manufacturers	 Shoes Component Manufacturers	 Design Houses/- Fashion Designers
 Specialized Media	 Product Developer	 Store Owners and Retailers	 Trade Agents



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## Participation Category

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Options	Price ₹
Presenter	25,00,000.00
Co Presenter	12,50,000.00
Platinum Sponsor	7,50,000.00
Gold Sponsor	3,00,000.00
Silver Sponsor	1,50,000.00
Institutional Partner	5,00,00.00
Banking Partner	5,00,00.00

Logo Will Be Placed on All Branding As Per Category

ISSUING AUTHORITY

NAME \_\_\_\_\_

DESIGNATION \_\_\_\_\_



# Registration Form

Nov. **8** **9** **10** 2024  
AGRA TRADE CENTRE  
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### COMPANY DETAILS

Name of Company \_\_\_\_\_

GSTIN Number \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Pin \_\_\_\_\_

Brand or Product Name \_\_\_\_\_

### PAYMENT DETAILS

PAYABLE AMOUNT ₹  GST 18%

TOTAL AMOUNT ₹

TOTAL AMOUNT (IN WORDS)

### ISSUING AUTHORITY

NAME \_\_\_\_\_

DESIGNATION \_\_\_\_\_

Signature & Stamp  
Please don't forget to sign





# PAST RECORD

Years	No. of Stalls	No. of Exhibitors	Business Generated (Million-INR)
2007	140	125	1,500
2008	200	160	4,000
2009	225	175	5,000
2010	260	170	6,000
2011	275	170	7,000
2012	250	175	8,000
2013	250	170	15,000
2014	252	176	15,000
2015	272	192	15,000
2016	288	193	15,000
2017	260	165	15,000
2018	250	150	15,000
2019	275	160	15,000
2022	250	150	15,000
2023	225	150	15,000



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# FAIR EXHIBITOR

- Leading Tanners
- Finished Leather Manufacturers
- Component Manufacturers and Suppliers
- Packaging Units
- Footwear Machinery & Equipment Manufacturers and Suppliers
- Footwear Accessories Manufacturers and Suppliers
- Footwear Chemicals, Shoe Finishes & Adhesives Manufacturers & Suppliers
- Publication & Consultants Services

# FAIR VISITOR

- Leading Footwear Manufacturers
- Institutional Buyers  
from across the Globe
- Designers
- Technicians



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# PARTICIPATION OPPORTUNITY FOR EXHIBITION

Stall Size  
(IN SQ. MTR.)

9

10.5

12

18

21

36

## Shell Scheme

Standard 9 Sq. M. & 10.5 Sq. M. Stall will be furnished with:



1 Counter



1 Round Table



3 Chairs



1 Trash Bin



Carpet for stall



4 Shelves/  
Hanger Bars



4 Spot  
Lights



1 Socket  
3 Pin 5 Amps



Fascia with  
Company Name

For Standard 12 Sq. M. Stall Shelves/Hanger Bars & Spot Lights will be provided Qty 6 Each

## Participation fee :

- Indian Participants: Shell Scheme Rs. 6,500 per Sq. M+18% GST
- Overseas Participants : Shell Scheme €150/\$180 Per Sq. M+18%GST
- Bare space Minimum 18Sq. M can be allotted as bare space Rs. 6,000 per Sq. M + 18% GST Applicable
- Overseas Participants: Bare space Minimum 18Sq. M can be allotted as bare space €135 /\$165 per Sq. M +18%GST

## Note : Premium Location Charges as under :

- Corner stalls 10 % extra
- Entrance facing Stalls 25 % extra
- Centre Rows Corner Stall (3 Side open) 10 % extra

## Payment Terms :

- +50% Charges to be paid with Application
- Balance before 15th Oct. 2024.



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Dear Exhibitors & Visitors,  
Greetings From Meet at Agra 2024.

## BUSINESS OPPORTUNITY FOR COLLABORATION & JOINT VENTURE

This time Excellent Opportunities available for Joint Venture & Collaboration for Indian Companies as well as for Suppliers from Abroad.

Agra is one of the prominent hub for Manufacture & Supply of High Fashion Leather Footwear for Men's, Ladies & Children.

This market churns an annual export turnover of more than \$ 400 Millions & has a huge potential for growth. To make Manufacturing & exports successful, ample availability of raw materials in vicinity is most important Thus, component industry too has flourished & is now following international standards of quality & are capable of meeting international demands.

The component manufacturers are open to have Joint Venture & Collaboration for Manufacture in Agra as per terms & conditions mutually agreed. Thus, foreign companies can expand their horizon of working to have local manufacturing presence. Local manufacturing reduces the cost in terms of Import Duty, Freight, as well as faster deliveries are pivotal for growth of industry. This season of 'Meet at Agra' we invite you all to showcase your strength in the fair, as well as find a suitable business partner for your Journey of Growth.

For more Information & Registration contact:

**Chandra Shekhar, Marketing/ Admin Head & Event Coordinator**

Mob: +91-9837026771, 9997576148

E-mail: [afmec.agra@gmail.com](mailto:afmec.agra@gmail.com), [meetatagra@gmail.com](mailto:meetatagra@gmail.com)



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# GLIMPSES OF PREVIOUS YEAR





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