

5TH EDITION

MADE IN NIGERIA SHOE EXPO

VENUE:
D'PODIUM INTERNATIONAL EVENT CENTER

DATE:
AUGUST 1-3, 2019



ORGANIZED BY LOGSAMES

HOST MDA



INDUSTRY PARTNERS



ABOUT THE EVENT

Made in Nigeria Shoe Expo (MINSE) is Nigeria's foremost international leather and textile event. Currently in its 5th edition, **MINSE** has become the rallying point for all stakeholders in the footwear and leather sector in Nigeria. Ever since its inception in year 2016, the expo has experienced positive growth in all aspects from **value chain participation** within the industry to increased government support and increased access to market, amongst others.

MINSE would provide the right platform for foreign firms businesses to market their range of products and services to stakeholders in Nigeria's footwear and leather industry. The Expo provides an excellent opportunity for savvy enterprises interested in harnessing footwear, leather and textile sector in Nigeria.

We specifically target **exporters of footwear, leather and textile products; producers of chemicals and allied products for tannery's and footwear production; original equipment manufacturers** for leather sewing machines, upper sole production, insoles, stitching, finishing and sanding machines etc.; consultants for effluent management

Exhibiting at MINSE grants you **access to all industry stakeholders in Nigeria's footwear and leather sector**, seize a **robust market share** in the sector, and **create early brand exposure** for your products in the Nigerian market, which is Africa's leading economy with a national GDP placed at 415.08 billion US Dollars, and a population of over **180 million people**.

The fair would attract participation from shoe designers, footwear accessories manufacturers, tanneries, relevant government agencies related to trade and investment, trade and commerce representatives of diplomatic missions in Nigeria, trade and footwear associations in Nigeria and the organized private sector, **Over 75+ exhibitors and 7500+ participants** are expected at the event. This makes it the largest Footwear and Leather Expo both within Nigeria and the West African Sub-region.

-- Ugbodaga Emmanuel
National Co-ordinator
(Made In Nigeria Shoe Expo)



AIMS AND OBJECTIVES

The aim of this edition of Made In Nigeria Shoe Expo is to drive greater synergy amongst global industry players by providing a meeting point for all stakeholders across the Footwear and Leather value-chain to access the Nigerian market. The objectives include the following:

- Enable foreign investors and businesses harness investment opportunities in Nigeria's footwear and leather sector.
- To provide access to agents and distributors for foreign companies.
- To create brand exposure and visibility for all international exhibitors interested in accessing markets both within Nigeria and the West African Sub-region.
- To attract business partners, foreign investments, and transfer of technical knowhow for development of the footwear and leather industry in Nigeria.
- To showcase quality shoes of different genres shoe designers and manufacturers and connect them to a more robust supply chain.
- Conduct scenario analysis for Nigeria's footwear and leather industry by year 2030.
- Help identify trade and investment opportunities across each layer of the footwear and leather value chain in Nigeria.
- To provide funding and export/import information to all participants across the footwear and leather value chain.
- To provide information about untapped markets locally and internationally.

KEY ATTENDEES

Made in Nigeria Shoe Expo (MINSE 2019) would attract over 100 exhibitors and visitors including delegates from:

- *Federal and State governments.
- *Government Ministries, Departments and Agencies.
- *State of Chambers of Commerce and Industry.
- *Relevant committee members at the National Assembly.
- *Footwear and leather Associations such as Leather Manufacturers Association in Nigeria (LAPAN).
- *Shoe clusters in Abia, Benue and Kano states.
- *Shoe designers and manufacturers
- *Trade brokers and Agents.
- *Offline and Online marketing platforms for footwear and leather products.

PROGRAMME SCHEDULE

Made in Nigeria Shoe Expo (MINSE 2019) would include the following highlights:

- *Opening Session by a Representative from the **Ministry of Trade and Investment**
- *Keynote address by the leadership of **Manufacturers Association of Nigeria (MAN)**
- *Exhibitions
- *MasterClass Sessions
- *Business - Seller Roundtable / Matchmaking sessions
- * Guided Tour / recreational visits
- ***PRODUCT DEMO** Sessions - for Original Equipment Manufacturers
- ***MAT - SESSION** - dedicated to address materials sourcing and innovations around material sciences within the industry
- ***TAN TIME** - a session to showcase that latest, tannery formulas, innovations and technology in the Tannery industry.



EXHIBITOR PROFILE

LEATHER

Raw Leather,
Crust and processed Leather;
Chemicals, Dyes and Pigments;
Tannery equipments and Machinery;
Leather Components and Accessories;
Synthetic and Artificial Leather;
Adhesives and allied Chemicals.

FINISHED LEATHER GOODS

Bags, shoes;
Leather articles and paintings;
Footwear and Bags Components,
Footwear bands, heels, lasts, insoles, soles, outsoles,
Shoe Upper, etc;
Footwear and Bags accessories (Button, clips, strips,
zippers) etc;
Footwear and Bags packaging (Boxes and wrapping);
Metallic Accesories (buckles, chains, eyelets, hooks,
ornaments, rings, washers);

OTHERS

Adhesives and allied Chemicals.
Educational Institutions, Training and
vocational centers for footwear and
leather production.
Online and Offline Retails Outlets;
Logistics firms;
Effluents consultants;
Payment platforms etc;
Textile manufacturers





VISITORS PROFILE

Exporters ** Trade Brokers and Agents ** Tannery Professionals

CAD Professionals ** Distributors and Retailers

Fashion bloggers and publishers

Government representatives ** Sectoral representatives

Members of Footwear and Leather associations



PAST EXHIBITORS

A. GOVERNMENT INSTITUTIONS

Bank of Industry (BOI)
Ministry of Budget and National Planning
Nigerian Ports Authority (NPA)
Nigerian Export Import Bank (NEXIM)
Nigeria Export Promotion Council (NEPC)
Raw Materials Research Development
Council (RMRDC)
Small and Medium Scale Enterprises
Development Agency (SMEDAN)
Standards Organization of Nigeria (SON)

B. TANNERY

Kofar Wambai New Side Skin dryers MPCS
Rainbow Leathers
Z-Tannery

C. FOOTWEAR AND LEATHER ASSOCIATIONS

Leather and Allied Products Manufacturers
Association of Nigeria (LAPAN) .
Association of Leather and Allied
Industrialists of Nigeria (ALAIN)
Lagos Shoemakers Association (LSSMA)
Manufacturers Association of Nigeria (MAN)
National Association of Chambers of
Industry, Mines, Agriculture (NACCIMA)

D. SERVICE PROVIDERS

My Bata.ng - e-commerce platform for
finished leather goods
White Technologies - training services for
digital illustration of footwear & leather
articles
Covenant University Center for
Entrepreneurial Development Studies
(Educational institution)
Star Sewing Machines Limited
Shoelayers.com (e-commerce platform for
finished leather goods)

E. INTERNATIONAL DEVELOPMENT INSTITUTION

United Nations Industrial Development
Organization (UNIDO)

F. FINISHED LEATHER GOODS PRODUCERS

AdeSpecs International
Adunni Twinkle
ALLSOCKS
Anaco Shoes Nigeria Limited
Ayaaba Apparels and Shoe Factory
BG Couture
Boots by Metal
Caligo Footwear Industry Limited
Confort Shoes Industry Limited
Divine Promise Industry Limited
Dumex Industry Limited
Extra Valuable Apparel (EVA)
EdoSyss
Footwear and Accessories Manufacturing
and Distribution (FAMAD)
JulSeven
Kassbedge Shoes
Maijama'a Shoes Enterprises
Meilisa Yaqi Industries Limited
Melvyn Nickson Industries Limited
Minuel Faleti Designs - Lagos State
Nabiko Investment Nigeria Limited
Oba Couture
Otega Shoes
SCANTIMA SARL, Senegal
Sellable Footwears
St David's leatherworks
Tawiskie Leather Accessories
TECNOFILM SPA, Italy
TEVO Footwears
Urim Nigeria Limited
West African Rubber Limited - Lagos
State (one of Nigeria's leading PU
slippers, boots and sneakers
manufacturer)
Zapatos Enterprises - Kano State



AN OVERVIEW

EXPO HIGHLIGHTS

200%

INCREASE IN TRADE VISITORS

We have experience a geometric rise in influx of visitors (online and offline) at every single edition of MINSE.

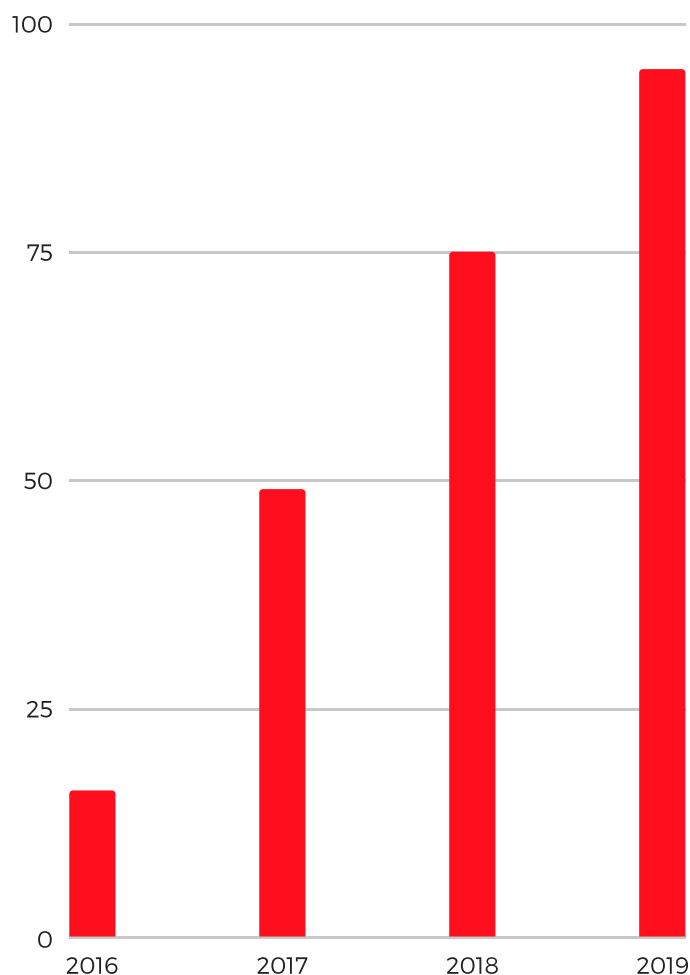
90%

SUCCESS RATE IN LEADS GENERATION

Exhibitors and sponsors at MINSE have enjoyed very successful sales leads generation at the expo. As such every stakeholder in the industry looks forward to the next edition of the event.

20%

INCREASE IN FOREIGN PARTICIPATION



"Nigeria remains a prime destination for manufacturers interested in African market ."

MINSE

Made In Nigeria Shop Expo

FACTSHEET

FASHION + LIFESTYLE + LEATHER + FOOTWEAR



.700K

Followers
as of October 2018



1.4K

Followers
as of October 2018



150K

Total reactions
as of October 2018



10K

Average monthly
views
as of October 2018

CONTACT

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SOCIALS

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MINSE HAS NIGERIA'S LONG STANDING SPECIALIZED EVENT FOR THE FOOTWEAR AND LEATHER INDUSTRY PRESENTS EVERYONE AN OPPORTUNITY TO ACCESS ALL STAKEHOLDERS AND GAIN FIRM ENTRY INTO THE NIGERIAN MARKET.

-- Emmanuel Ugbodaga
National Co-ordinator
(Made In Nigeria Shoe Expo)



WE LOOK TO SEE
YOU ATTEND
NIGERIA'S LEADING
LEATHER AND TEXTILE
EVENT