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


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
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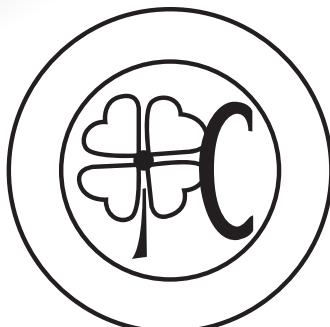
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Almaty recently hosted a major event in Central Asia's fashion scene:

the 34th International Fashion Exhibition, Central Asia Fashion Autumn-2024, alongside the 5th International Exhibition of Footwear, Fur, Leather, and Accessories, Elite Line.

The event featured 158 participants from Kazakhstan, China, Poland, Russia, Pakistan, Turkey, Uzbekistan, the UAE, the USA, Germany, France, Italy, and Hong Kong, showcasing around 40 groups of fashion goods. The main segments included new collections of women's and men's clothing, night dresses, fur, and footwear for the Fall-Winter 2024/2025 season. Over 6,770 buyers from Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan, and Tajikistan attended the exhibition.



Pavilion of the 34th International Fashion Exhibition, Central Asia Fashion Autumn-2024

as part of a partnership between Euro Shoes, Elite Line, and Central Asia Fashion. With the support of Euro Shoes, over 25 footwear companies from various countries participated in the exhibition. The presence of 41 major players from the fur market greatly expanded the range of fur brands represented in Central Asia. Notable participants included the Turkish Fur Industrialists and Businessmen Association (KSIAD) and the HONG KONG FUR FEDERATION, supported by the Hong Kong Productivity Council (HKPC).



Fashion show of a fur brand held as part of the 5th Specialized Exhibition, Elite Line.

Metin Arslan, Director of CATEXPO, highlighted that each season brings new participating countries, and the B2B format is maintained, enabling Central Asian buyers to purchase collections at wholesale prices. He stated, «Thanks to consistent efforts in this direction, Kazakhstan has confidently secured its leading position in the region, and the exhibition continues to be the largest fashion event in Central Asia. I extend my gratitude to everyone involved in this project, whose dedication year after year helps it grow, attracting attention and investment to our country. »



Official opening ceremony of the 34th Central Asia Fashion Exhibition and the 5th Specialized Exhibition of Footwear, Fur, Leather, and Accessories, Elite Line.

Many of the guests at CAF have been involved in the project since its inception and have witnessed its growing international recognition. Cooperation with Turkey has been a crucial factor in this success. At the opening ceremony, the Consul General of Turkey in Kazakhstan, Evren Muderrisoglu, welcomed the audience and highlighted the active economic development of both countries. Additionally, Ali Yavuz Boynukisa, Chairman of the Board of the Turkish Fur Industrialists and Businessmen Association, noted that while only three companies were represented at the exhibition three years ago, the Autumn-2024 season now features 14 companies.



Metin Arslan, Director General of CATEXPO and Organizer of the Central Asia Fashion and Elite Line exhibitions

Mr. Yan Belyaev, Director General of the National Footwear Union of Russia, wished participants and buyers successful orders, swift shipments, and timely payments. He remarked: «The partnership between Euro Shoes and Elite Line is undoubtedly fruitful. Not all exhibitions offer a comprehensive total look segment, where buyers can order both clothing and footwear in one place. This unique feature promises stability for the future. In today's turbulent world, stability is hard to come by, but here at the exhibition, it's present. I hope this sense of stability will always be with us! »

Creative Premiere at the Exhibition

The opening ceremony, always vibrant and full of surprises, showcased the latest trends in Central Asia's fashion world. A standout trend for the Fall-Winter 2024/2025 season is the incorporation of ethnic motifs. Modern, comfortable clothing that reflects the distinctive ethno-color of various countries and cultures is in vogue. Designers are placing greater emphasis on cultural identity and the preservation of traditional folk costumes. Historically, many of these elements served not just as decorative pieces but also as symbols of one's place and role in society.



At the opening ceremony, Kazakhstani designer Zhadyra Zhamansarina presented her Sara Fashion brand, showcasing her latest collection

At the opening ceremony, Kazakhstani designer Zhadyra Zhamansarina, with her brand Sara Fashion, and Kyrgyzstani designer Tolgonai Baira, with her brand Baira, showcased their collections created especially for CAF Autumn-2024. Using ethnic motifs, they crafted stunning pieces for both women and men, offering an elegant and subtle way for individuals to stand out and capture attention.

Zhadyra Zhamansarina shared that there is a growing demand for clothing and accessories featuring ethnic motifs: «These requests are not just coming from Kazakhstan, but also from other CIS countries, Europe, and the USA. People are looking for something unique, a special flair. What makes Kazakhstani ethnics so appealing? It's the individuality of the Great Steppe, the distinct mentality, and, most importantly, the sense of freedom. Ethnic motifs are infused with the spirit of freedom. Ethnic people are free people, and in the 21st century, this is incredibly important.»

Fashion show of BAIRA brand collection by Kyrgyz designer Tolganay Baira

Designer Tolgonai Baira introduces the art of blending ethno-style with modern trends, creating uniquely attractive and creative looks. Her Kyrgyz collection stands out primarily due to its distinctive patterns, many of which symbolize and reflect elements of nature, such as the sky, trees, sun, rivers, waves, animals, and flowers. There is a clear trend of people reconnecting with their roots, and her designs embody this by offering modern, comfortable clothing with ethnic touches. These pieces are not only visually stunning but also capture the attention of international audiences, fostering active cultural exchange. Moreover, such designs subtly offer protection to the wearer, as they carry the powerful essence of family support - one of the strongest forces in the world.

Business Conference at a New Growth Point

The business program of the exhibition this autumn marked a new and enhanced phase of its development. Throughout the three days, visitors had access to a variety of resources, including a free consultation center, an Internet marketing school, a job fair, and educational initiatives like the «Salesman & Buyer School» and a mini MBA program.

The CAF Business Conference, a unique event with no equivalents in Central Asia, has expanded to an inter-country level. In the Autumn-2024 season, it featured 24 sessions with distinguished speakers from the Netherlands, Russia, Uzbekistan, and Kazakhstan.

Milena Ershova, head of the business program and general producer of the exhibition, remarked: «For the first time, our business conference brought together authoritative experts who, over the course of three days, discussed not only local but also global issues affecting the world business community. They referenced global statistics and analytical data, presented detailed results from their own industry research, and systematically drew parallels between the past, present, and future. The professional discussion of global agendas and world challenges is a key indicator of the audience's qualitative growth and the evolution of its level of awareness.»

Attendees of the business conference received up-to-date, first-hand information on retail trends in the fashion category, global business and societal trends, as well as unique industry statistics and analytics. Madina Seysengalieva, Director of Advertising Business at Yandex Qazaqstan, highlighted that Kazakhstan's fashion market is increasingly attracting

the attention of international brands, which are actively investing in its development. She noted: «Investment growth in Kazakhstan's market over the past year reached 48% from international brands, 23% from Russian brands, and an impressive 495% from Belarusian fashion brands! This significant growth clearly indicates a high level of interest in our country. Among the product categories most frequently purchased by Kazakhstani consumers in the past year, clothing leads at 77%, followed by footwear at 69%, and face and body care cosmetics at 55%. Additionally, the accessories category (including bags, belts, etc.) has also seen notable interest, making up 37% of fashionable purchases in Kazakhstan.»

Speakers of the Panel Discussion «Expert Analysis of the World's Hottest Business Trends» at the CAF Business Conference

In the photo, from left to right: Maria Malinovskaya, Madina Seysengalieva, Dmitry Burenko, Katya Kolotilova, Evgeny Danchev, Natalia Mironova, Milena Ershova

The main shopping behavior among Kazakhstanis is multichannel: 36% shop exclusively offline, 10% only online, and 54% use both channels. Experts reiterated the importance of adopting a multichannel approach in business.

During the analytical session «Features of National Service and Feedback from Kazakhstan», exclusive industry research revealed how Kazakhstani consumers evaluate service levels and highlighted specific national characteristics in customer feedback. Natalia Ospanova, President of the Kazakhstan Association of Professional Public Opinion and Market Researchers (KAPIOR), presented the results of a comprehensive industry survey for the first time. The survey included responses from Kazakhstani citizens aged 18 to 60, residing in 20 cities across the country, providing valuable insights into consumer perspectives and expectations.

According to the respondents, the best customer service in Kazakhstan is found in cafes and restaurants (43%), supermarkets (41%), and household appliance stores (40%). These are followed by private medical centers (37%) and banks (36%). In contrast, stores selling clothes, footwear, and accessories received a 29% rating for their service quality. Public hospitals and polyclinics were rated the lowest, with only 6% of respondents considering their service satisfactory. The main problem areas in service across Kazakhstan include insufficient staff qualifications (62%), a lack of politeness and friendliness (48%), and slow service speed (45%).

The speaker emphasized that improving service levels in Kazakhstan requires a systematic approach, with one of the key strategies being not to cut corners on staff training.

Experts at the Panel Discussion «Reputation and Central Asia's Main Benchmarks» at the CAF Business Conference

Pictured, from left to right: Maria Malinovskaya, Dmitry Burenko, Natalia Ospanova, Milena Ershova, Indira Adil, Svetlana Chernenko.

The future, both in the short and long term, was a key focus of discussions at the business conference. During the panel discussion «How the Global 'Forecast-2050' Will Affect Business and Customers», experts explored major societal trends such as global aging, hyper-urbanization, and the rapid development of artificial intelligence. The discussion centered on the impact these global challenges will have on businesses. Projections suggest that by 2050, there will be 4 million people over the age of 100 worldwide, with the population over 65 expected to rise from 10% today to 22%. Additionally, 80% of the global population is predicted to live in large cities. Experts highlighted that each of these trends will have both positive and negative implications, significantly influencing business operations and societal dynamics.

LINEAPELLE MILANO 2024 SEPTEMBER

The world leather sector has opened its doors to a busy period. A period of collections, fairs, travel and customer visits began in September. It would not be wrong to say that it is a period in which manufacturers leave the summer rhythm, brands return to their offices and all efforts are made to accelerate their work.



EGEDAMLA DERİ ALİ TÜRKÜCÜ

Along with all these hopes, some turning points give us information about the future of the leather industry. The most important of these are Lineapelle Milano in Europe and APLF Hong Kong in the Far East.

A short while ago, the Lineapelle Milano fair opened its doors to leather producers from different countries around the world. The fundamental significance of the fair lies in its ability to provide insights to manufacturers about the near future. Depending on the intensity of communication at the fair, leather producers plan their investments; procurement processes for raw materials, production strategies, marketing plans, and all buying and selling activities.

Given this situation, the expectations from the fair have significantly increased for both participants and visitors. For all these reasons, we wanted to address the Lineapelle Milano fair in this article. We will be examining three main topics together;

Lineapelle Milano Visitor Profile

Lineapelle Milano Visitor Communication

Lineapelle Milano Visitor Relations

LINEAPELLE MILANO VISITOR PROFILE

Lineapelle Milano became a fair where the gap between expectation and reality widened. The expectation was that there would be a visitor profile dominated by Italian manufacturers and the Italian and French brands commissioning production from these manufacturers, as well as American, Spanish, and several other prominent brands. However, the reality was that only a few French and Italian brands were present at the fair. As a result, there was an air of quietness in the fairground. If we were to concretely share the main visitor profiles with you;

Spanish Visitors;

Spanish chain brands: The purchasing and design teams of these brands, which produce in large quantities, will visit you and request many samples. Of course, to do business, you will need to enter a highly competitive environment, especially in terms of the price-quality balance.

Spanish traders: These brands, which have high production volumes, do not hesitate to use intermediaries since they cannot manage all their business on their own, and they may seek support from various sales offices. These trader groups also visit leather manufacturers who can offer a good price-quality match.

German Visitors;

Germany is a country known for its traditional brands. Due to its climate, it experiences cool and cold winter conditions. Leather clothing holds an important place in their history and culture. German brands have based their fair plans primarily on visiting the leather manufacturers they already work with

British Visitors;

In the leather accessories group, particularly in the bag segment, there are well-established British companies, and their design and purchasing teams do not hesitate to visit the Lineapelle fair in Italy

British clothing brands also have high leather consumption, but instead of visiting the fair, they may prefer to visit leather manufacturers directly, of course, with guidance from the manufacturers as well.

Chinese Visitors;

Chinese leather manufacturers' own staff can conduct field research on new products.

Buyers or owners of small-scale hobby businesses are searching for unique products for their boutiques

Visits from medium-sized traders and manufacturers from Hong Kong and China. We can say this is the group that requires the most attention. The right connection could lead to a long-term relationship.

Korean Visitors;

Although Korean manufacturers occasionally visit the Lineapelle Milano fair, it seems they have only sent their agents to the fair due to the calm business climate. The agents can both search for new suppliers and view the new collections of existing suppliers at this fair.

Indian Visitors;

Indian leather manufacturers frequently visit fairs in Paris and Italy. The aim here is to keep the design teams of the brands they produce for engaged and to collaborate with them in trend collection research.

American Visitors;

American brands produce a certain amount in Italy. The 'made in Italy' label, which we refer to as a premium product group, is a sought-after feature for many brands. While these brands have their production in Italy, they also want the leathers used to be of the highest quality and different characteristics. Therefore, they visit fairs in Italy and France.

Turkish Visitors;

The short geographical distance between Turkey and Europe, along with reasonable labor costs, has made Turkey a preferred country for European medium and high-quality brands for production. Turkish manufacturers, especially, visit the leather producers they are interested

in at the fairgrounds together with the design teams of the brands they work with, which helps them remain relevant in the dynamic structure of the brands.

The brands consist of young design teams, and this team can take on significant roles in various brands over the years. Collaborating with this young design team will allow Turkish manufacturers to have a greater say in existing or potentially new projects.

Italian Visitors;

In Italy, all small, medium, and large manufacturers can find a limited market according to their quality.

Small-scale manufacturers are primarily in search of new products, colors, and trends to keep their boutique-style stores vibrant. They aim to make their sales shops more dynamic by placing limited orders for specific products they see at the fair.

Medium-sized manufacturers: We can include visitors from the leather accessories and footwear groups in this category. These manufacturers produce for medium-sized brands and are part of a group that does not hesitate to use different suppliers.

Large-scale manufacturers: These companies that produce for Italian and French brands provide services to the brands regarding procedures, policies, and environmental issues such as tests, high-quality precision, and leather supply controls, while also carrying out their production.

French visitors;

French brands are more dominant in Europe compared to Italian, German, and Spanish brands. However, the manufacturers capable of producing for them in France are limited. The quality of workmanship and facility capabilities have developed more in Italy, which is why Italian manufacturers have increasingly taken on production for French brands. Meeting with these brands and taking swift action will facilitate your positioning in the market.

Portuguese Visitors;

Portugal is the shoe manufacturing factory of Europe, and the factories in Portugal produce a very high percentage of leather footwear. You will also have the opportunity to meet with these manufacturers.

Visitors from the United Arab Emirates and Saudi Arabia;

Visitors from these two warm and dry countries can represent a hidden opportunity, as long as they are interpreted correctly. Particularly, the multi-story skyscrapers in these countries are not only striking architectural works but also represent a hidden opportunity due to the inclusion of leather among the materials used. Their budgets are both very high and involve substantial, hard-to-estimate amounts for production in these massive skyscrapers.

Of course, it is possible to further detail this visitor demographic, but at this stage, we can classify it in this most concrete way.

LINEAPELLE MILANO VISITOR COMMUNICATION

Meeting new people and establishing communication may seem easy, but following through can be quite challenging. Especially in events like fairs, interacting with a large number of people does not facilitate a secure bonding process between visitors and manufacturers.

Remember that among the brands that will visit you, there will be dozens of leather manufacturers who will send emails regarding the business cards you received, want to send samples, and wish to visit your office to make presentations. You can stand out among all this interaction only through awareness.

You are the ones who will create this awareness, and you will need to accomplish this within a limited timeframe. Advantages such as museum visits that may seem unnecessary to you, your habit of reading books, and your desire to conduct research are just a few of the many connections that can be established between you and the visitors. These are just a few challenging examples, and you can expand on these examples.

After receiving a business card, look at the name and position, and then discuss it afterwards



Provide information about the samples received and any certificates, if applicable, in emails to be sent after the fair.

Being able to interact on professional social networking platforms.

Unable to exchange ideas on any social activities and shared travel routes.

All of these will be key points that need to be established within a short timeframe.

LINEAPELLE MILANO VISITOR RELATIONS

Perhaps the most important topic that needs to be emphasized is how we will manage visitor relations.

Providing service at a basic level, as needed;

You may receive brief emails after the fair. Generally, if you haven't provided prices for the samples you gave or if your visitor needs a whole piece of leather, they will definitely get back to you regarding sample production. The key point to pay attention to here is to ensure a quick response. If you respond to incoming requests the next day or after a much longer period, the person who sent you that email will have likely forgotten both you and the potential project.

Advanced level, creating demand


During the fair, provide practical information about the brands and clients you work with, if any. Share an item from a collection made from one of your products or an image of your product used in a fashion show."

Provide information about your existing valuable certifications.

Promise to send a whole piece of leather for the products your visitor is interested in after the fair, and follow through on that promise.

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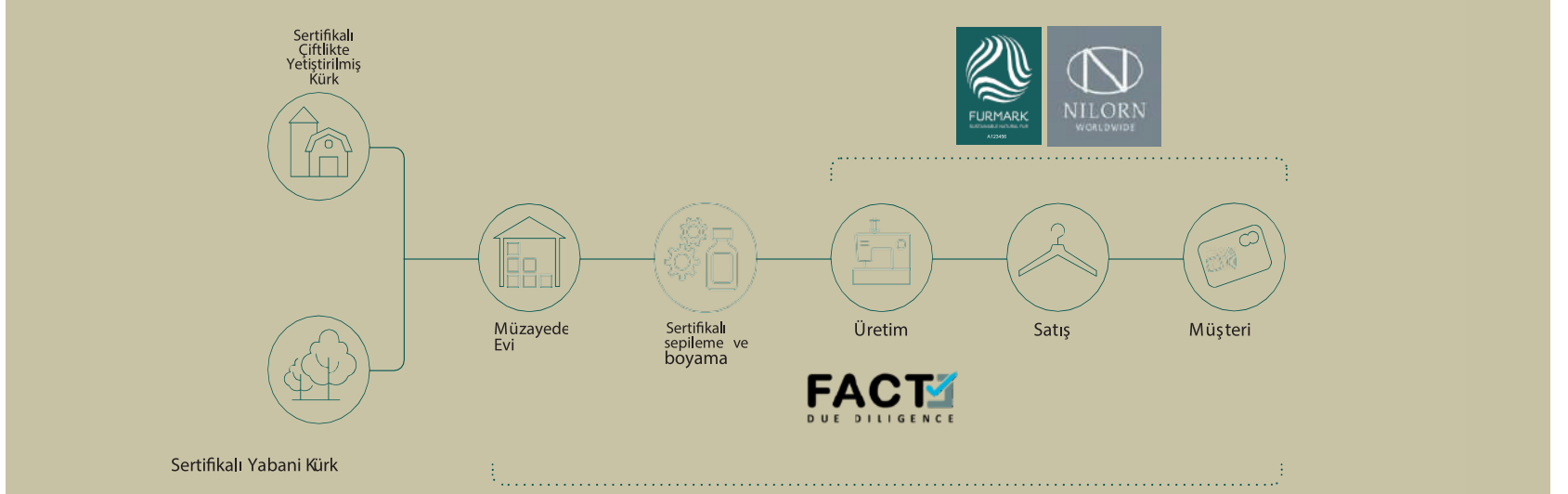


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2021'de Forbes İş Konseyi'nde, 'şeffaflık konusunda artan bir talep olması' ve 'günümüz müşterilerinin süreçler de dahil olmak üzere tedarik zincirinde şeffaflığa ihtiyaç duyması' konuşulmuştur. Furmark®'in temelinde de bu yatmaktadır- sistem, müşterilere hayvan refahı ve tedarik zinciri şeffaflığı ile desteklenen çevre güvencesi sunmak için oluşturulmuştur. Sürdürülebilirlik, hem Furmark®'in hem de küresel kürk ticaretinin merkezinde yer almaktadır.

Furmark® markanız için ne anlama geliyor?

Furmark® şeffaflık, izlenebilirlik ve güvence sunarak müşterilerinizin algısını değiştirmek için harika bir fırsattan yararlanmaktadır. Müşteriler Furmark®'ı seviyor ve istiyor ve bu durum aynı zamanda IFF'nin 2021'de yürüttüğü kapsamlı müşteri görüşü araştırmasında gösterilmektedir. Halkın %70'inin (5 ana pazarda: Fransa, İtalya, İspanya, Birleşik Krallık ve ABD) kürk satın almaya açık olduğunu ve bu kişilerin %65'inin Furmark® sistemini ilk kez olumlu değerlendirdiğini tespit etti. %28'i, Furmark® sertifikalı olması durumunda doğal kürk içeren bir ürünü satın almayı düşüneceklerini bildirdi. Sertifika olmadan satın almayı düşünenlerin oranı ise yalnızca %7'dir. Bu nedenle Furmark®, satışları %400'den fazla artırma potansiyeline sahiptir. Furmark®, kalite ve güvencenin her düzeyde karşılandığını bilmenin verdiği güvenle satış yapmanızı sağlar.

Temel özellikler

Artık Furmark® sertifikalı olduğumuza göre, size Furmark® adı altında verebileceğiniz çok sayıda önemli içerik ve özellik sağlayabiliriz. Önemli alt anlamları olan içerikler:

- 1.Furmark®, hayvan refahını ve çevre standartlarını garanti eden, doğal kürk için küresel sertifikalandırma ve izlenebilirlik sistemidir.
- 2.Furmark®; basit, tanınabilir bir kalite, güven ve teminat işaretidir.
- 3.Furmark® hayvan refahı ve çevre programları bilime dayalıdır, üçüncü taraf sertifikalıdır ve şeffaftır.
- 4.Furmark® ürünleri izlenebilir ve doğrulanabilir olup geçerli standartları karşıladığı garanti edilmektedir.
- 5.Furmark® kürk sektörü, markalar ve tüketiciler arasındaki ortak bir çabadır.

Hepsi Furmark® araç setinde sağlanan kapsamlı bir alt anlam ve ayrıntılı özellik listesi bulunmaktadır.

Markalarınıza sunabileceğiniz perakende görsel desteği Peki, müşterilerinize kaliteli, şeffaf ve sertifikalı bir ürün stokladığınızı ve sattığınızı nasıl gösterebilirsiniz? Size lüks alanlara uyacak şekilde tasarlanmış çok çeşitli mağaza içi ve dijital görseller sunabiliriz.



Furmark®, sertifikasyon ve izlenebilirlik sunar

- Furmark®, hayvan refahını ve çevre standartlarını garanti eden, doğal kürk için küresel sertifikalandırma ve izlenebilirlik sistemidir.
- Kalite, güven ve teminat işaretidir.
- Furmark® ürünleri izlenebilir ve doğrulanabilir olup aynı zamanda dünya çapında geçerli standartları karşılamaktadır.
- Sistem, büyük moda grupları ve markalarla yakın iş birliği içinde geliştirilmiştir.

Doğal kürk sürdürülebilirdir

- Furmark®'in kalbinde doğal, sürdürülebilir ve biyolojik olarak parçalanabilen bir malzeme bulunmaktadır.
- Üstün dayanıklılığı ile kürk ürünleri ömür boyu kullanılabilir.
- Kürk, değişmeyen bir kaliteye ve benzersiz bir görünüme ve hisse sahiptir.
- Malzeme; uluslararası, ulusal ve yerel düzeylerde yüksek seviyede denetlenmektedir.

Furmark® sertifika sistemi nasıl işliyor?

Furmark®, tedarik zinciri boyunca tutarlı standartlar sunar. Önde gelen hayvan refahı programlarından elde edilen doğal kürkleri, üçüncü taraf kontrollerine tabi olan sertifikalı sepici ve boyacılar tarafından işlenir. Üreticiler, sertifikalı kürkleri ChainPoint izlenebilirlik sistemine kaydederek tedarik zinciri boyunca şeffaflık sağlar. Furmark® sertifikalı giysiler izlenebilirdir Her Furmark® giysisi, furmark.com'daki İşimdi İzle- Trace Now! platformuna girildiğinde tam izlenebilirlik ayrıntılarını sağlayan benzersiz bir etiket kodu taşımaktadır. Bu, sertifikalı kürkleri güvenle satın almanızı sağlar.

Aşağıdaki bilgilere erişmek için İşimdi İzle- Trace Now! platformunu ve benzersiz etiket kodunu kullanın:

- Kürk tipi
- Kürk kökeni
- Hayvan refahı sertifika programı
- Üretim yeri

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SIMAC Tanning Tech 2024: Innovation and Tradition meet in the 50th Edition



From 17 to 19 September, the reference event for the sector of machinery and technology for the footwear, leather goods and tanning industries returns.

317 exhibitors and a programme of high level appointments to celebrate half a century of technological excellence.

President Brustia: 'SIMAC Tanning Tech is not just an exhibition, but a global platform where the most advanced ideas and technologies take shape and are transformed into opportunities for growth and development for the entire supply chain.'



Milan, 17 September 2024

Innovative, historical, international: this is SIMAC Tanning Tech, the reference event for the sector of machinery and technology for the footwear, leather goods and tanning industries, at Fiera Milano Rho from 17 to 19 September 2024. This 50th edition, organised by ASSOMAC - the Confindustria association representing Italian manufacturers in the category - is preparing to open its doors with considerable numbers: 317 companies will be present, 26% of which from abroad, for a total of almost 15,000 square metres of exhibition space.

Thanks to the support of Italian Trade Agency, the presence of foreign delegates is back to pre-pandemic levels: an excellent prerequisite for the recovery of international trade. And as last year's figures show (6,500 visitors, 40% of whom were international), the credit goes to a trade fair that over the years has been able to grow, innovate, and evolve, reaching the coveted half-century milestone with a programme full of important appointments. "The result we are celebrating this year is the fruit of the collective commitment of all the players in our sector: companies, institutions and research centres. SIMAC Tanning Tech is not just an exhibition, but a global platform where the most advanced ideas and technologies take shape and turn into opportunities for growth and development for the entire supply chain" comments ASSOMAC President Maria Vittoria Brustia.

"Our industry today is called upon to respond to increasingly complex challenges, such as the ecological transition, digitalisation and optimisation of production processes. Assomac, together with its members, is determined to lead this transformation, supporting innovation and promoting solutions that can contribute to a more

sustainable and competitive future" adds ASSOMAC Director General Agostino Apolito. "I therefore wish all participants a successful edition, full of fruitful meetings and exchanges, convinced that new collaborations and ideas that will mark the future of our industry will emerge from this important anniversary."



The fair: spaces and programme

The 50th edition of SIMAC Tanning Tech will officially kick off on Tuesday 17 September, in Hall 18, with the joint opening ceremony with LineaPelle. This will also be the starting point for the full programme of high-level seminars and workshops that will animate the event. Innovation and technological trends will be discussed with The European House Ambrosetti, digital transformation with SPS and EP-Summit, artificial intelligence with UITIC, but also sustainability, tradition... So many appointments that will make it possible to take stock of the global challenges that the sector is facing - and will have to face -, helping to trace the path towards the future. On this occasion, the 22nd UITIC International Congress of Footwear Technicians entitled 'Competitiveness and Sustainability in the Era of Artificial Intelligence' will be presented, to be held next September 2025 in Shanghai, China.

These will be complemented by special displays created for the occasion. In a multifunctional and multi-sensorial space, designed to highlight leather and its production chain, visitors will be able to see some of the machinery and experience augmented reality with those not on display, build relationships in the meeting rooms, and visit the photographic exhibition dedicated to SIMAC Tanning Tech's 50 years.

50 editions of SIMAC

SIMAC Tanning Tech has spanned half a century of history, evolving from a national trade fair to a global platform for the footwear and leather processing industry. The first edition was held in 1973 in Milan, marking a significant change: for the first time, the machines and technologies of the sector became the absolute protagonists. The event came after decades in which Italian mechanical industries had exhibited at generic or finished product-related events, such as the Milan Trade Fair and other national and international exhibitions.

The industrial growth of the 1960s, especially in the shoe and leather goods machinery sector, was decisive for the birth of SIMAC, which soon established itself as an alternative to the 'Internationale Messe für Schuhfabrikation' in Pirmasens, Germany. Over the years, SIMAC evolved, coming under the management of Assomac in the 1980s and establishing its headquarters in Bologna since 1988, in conjunction with Lineapelle. Today, after 50 editions, SIMAC Tanning Tech continues to represent a point of reference for technological innovation in the industry worldwide.

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TÜRKİYE DERİ SANAYİCİLERİ, LCA DANIŞMANLIK FAALİYETLERİ İÇİN ON TABAKHANEYİ BİR ARAYA GETİRDİ VE ÇOK ÖNEMLİ SÜRDÜRÜLEBİLİRLİK SONUÇLARINA ULAŞTI

Türkiye Deri Sanayicileri Derneği tarafından yürütülen ve Ticaret Bakanlığı'nın URGE destek kapsamına aldığı "Deri Sektöründe Sürdürülebilir İhracat için Yeşil Mutabakata Uyum Projesi" ile Türkiye Deri Sanayicileri Derneği üyelerinden on tabakhane, çevresel etkilerini Yaşam Döngüsü Değerlendirmesi (LCA) Danışmanlık Faaliyeti ile öğrenmek, anlamak ve çevresel iyileştirme stratejilerini ortaklaşa geliştirmek üzere bir araya geldi.

İstanbul 11 Eylül 2024 sürdürülebilirliğe olan bağlılığının bir parçası olarak, Türkiye Deri Sanayicileri Derneği (TDSD), çevresel etkilerini anlamaya odaklanan bir proje için üyelerinden on tabakhane bir araya getirdi. Bu girişim deri sektöründe sürdürülebilirlik alanında önemli bir ilerleme kaydetmekte olup, Türk tabakhanelerinin en iyi uygulamaları benimseyerek ve çevresel ayak izlerini değerlendirerek sürdürülebilirliğe nasıl katkıda bulunduğunu göstermektedir.

Bu proje, katılımcı tabakhaneler içinde sürdürülebilirlik uygulamalarını geliştirmeye yönelik orta vadeli bir stratejinin parçasıdır. Bu çabalar sayesinde aşağıdaki önemli sonuçlar elde edilmiştir.



-10 üretim tesisi, doğru ve uygulanabilir bilgiler sağlamak amacıyla birincil veriler kullanılarak karakterize edilmiştir.

-33 deri ürünü, çevresel etkilerini anlamak ve azaltmak için detaylı bir şekilde gözden geçirilmiştir.

-Deri üretiminde kullanılan 924 kimyasal ürün, çevresel ayak izini azaltma fırsatlarını belirlemek için gözden geçirilmiş ve karakterize edilmiştir.

-77 proses reçetesi, süreçleri optimize etmek ve sürdürülebilirliği artırmak için kapsamlı bir şekilde incelenmiştir.

-Üretim döngüsündeki 620 operasyon, iyileştirme ve yenilik alanları belirlemek için haritalanmış ve karakterize edilmiştir.

Bu sonuçlar, Türkiye Deri Sanayicileri Derneği ve üye tabakhanelerinin çevresel sürdürülebilirliğe olan bağlılığını pekiştirme ve Türk deri sektörünün küresel lüks ve moda tedarik zincirlerini desteklemedeki önemli rolünü vurgulamaktadır.

Bu bağlılık doğrultusunda, katılımcı on tabakhane, 17-19 Eylül 2024 tarihleri arasında Milano'da düzenlenen Lineapelle fuarında sürdürülebilir deri ürünlerini sergileyerek, uluslararası platformda yenilikçi ve çevresel sorumluluğa olan bağlılıklarını güçlendirecektir.



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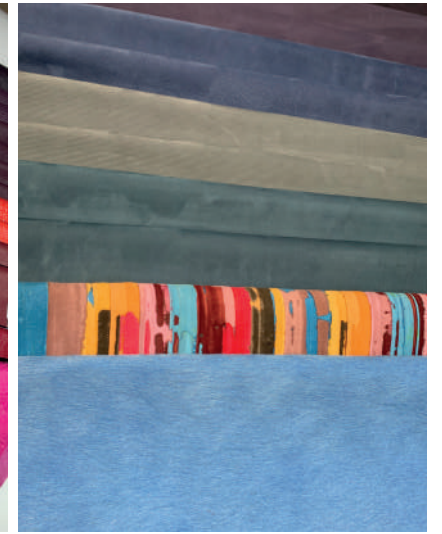
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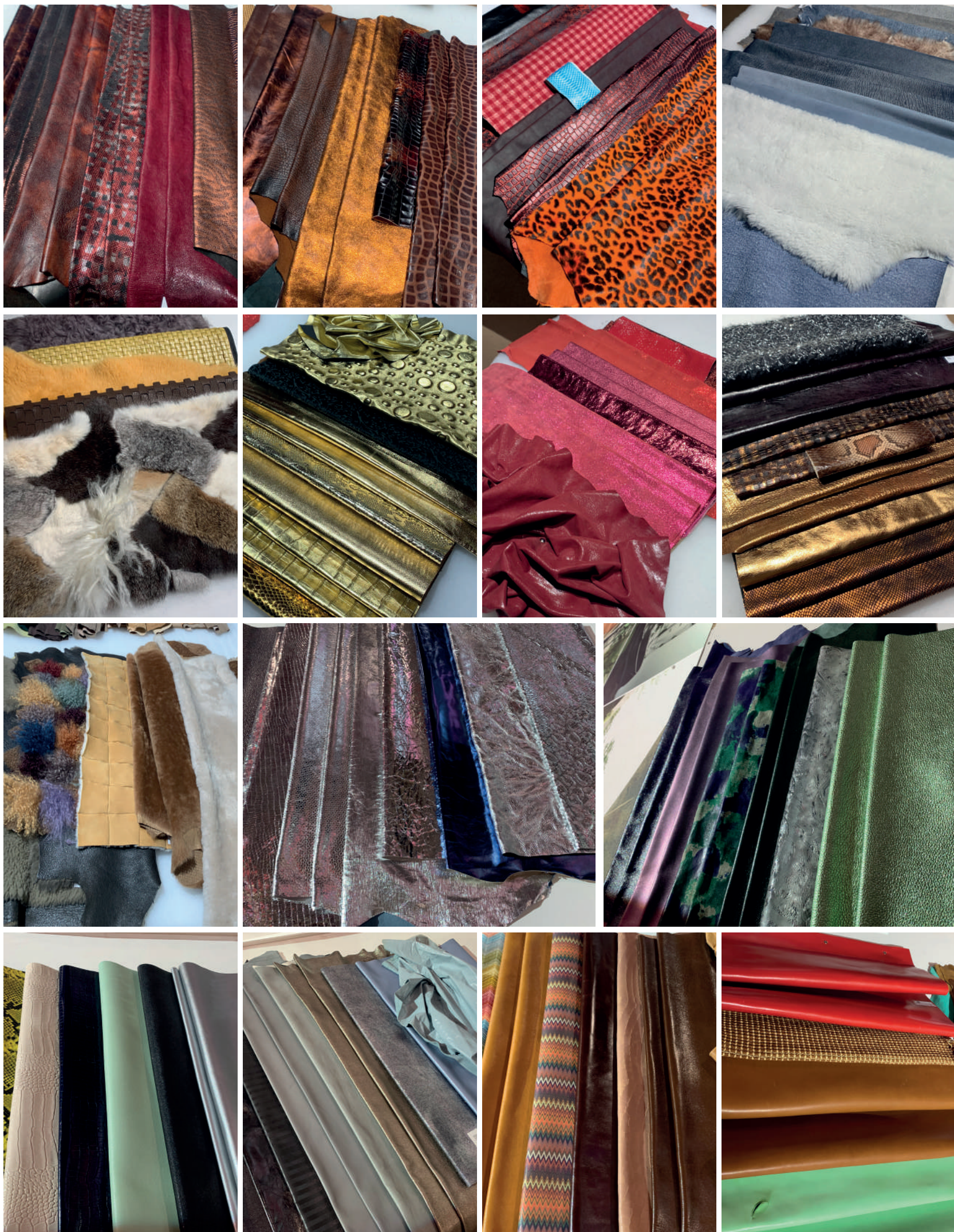
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25/27 ŞUBAT	LINEAPELLE	MILANO
10/12 MART	ELITELINE CAF	ALMATY
19/21 MART	APLF	HONG KONG
19/22 MART	AYMOD	ISTANBUL
20/22 MART	IFF FUR FAIR	SEUL
09/11 NISAN	KASTORIA FUR FAIR	KASTORYA
28/30 NISAN	LESHOW	MOSKOVA
17/19 AGUSTOS	ELITLINE	KAZAKISTAN
21/23 AGUSTOS	PREVIEW IN SEOUL	SEUL
22/24 AGUSTOS	LEATHER SHOE TECH	WENZHOU
03/05 EYLÜL	SHOESSTAR	YETARINBURG
07/09 EYLÜL	SHOESSTAR	NOVOSIBIRSK
12//13 EYLÜL	SHOESSTAR	IRKUTSK
16/18 EYLÜL	SHOESSTAR	KHABAROVSK
18/20 EYLÜL	SHOESSTAR	ALMATY
07/09 EYLUL	MICAM	MILANO
16/18 EYLUL	PREMIEREVISION	PARIS
17/19 EYLUL	SIMAG	MILANO
01/03 EKİM	SHOESSTAR	YALTA
02/04 EKİM	AMSTERDAM LEATHER SHOW	AMSTERDAM
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