

**16th International Footwear Expo 2023**  
(5-7 January 2023)



Organized by:

Footwear Manufacturer's Association of Nepal United World

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## Part 1: Introduction

### Background

In order to build a dynamic and robust economy by making an easy, predictable and effective management of the industrial sector while focusing, respectively, on import substitutions and export promotions, through mobilization of the resources available in the country, to the maximum extent, to enhance the production of industrial goods or services and employment opportunities, the development of industrial sector by making the industrial environment of the country investment friendly and competitive is crucial.

In the light of that statement, the footwear industries of Nepal as the priority export sector is a very significant segment of the leather industry in Nepal. The footwear sector has been integrated as a priority product in the Nepal Trade Integration Strategy 2016. Following the integration, the sector has received more support from both public sector and development partners. Currently there are around 1500 micro, cottage, small and large scale footwear and leather goods industries in Nepal which are producing 56.5 million pairs of footwear. The industries have invested around NRs 3000 million with the bank loan of NRs 400 Million. The industries have production potentials up to 160 million pairs of footwear. Currently, most of the industries performing, in an average, 35 percent of their production potentials and covering 60% of domestic market. The industries are providing employment to 55,000 Nepali workers with one third of the women employees.

It is estimated that the per capita consumption of footwear in Nepal is 3 pairs. Based on this, it is further estimated that the demand of footwear is 90 million pairs (base on the current population of 30 Millions) and domestic supply is still in the deficit of 33.5 million pairs.

Currently Nepalese footwear industries are organized in one umbrella organization in the Name of Footwear Manufacturers Association of Nepal (FMAN) with the motto of "one for all and all for one". They have branded their products and struggling for the further motto of "Self dependency in domestic production is the basis of prosperity". The Footwear Manufacturer's Association Nepal (FMAN) as a prominent association in the sector, aims to advocate for better production and marketing of footwear in domestic and international markets. At the same time, the association also focuses on strengthening the capacity of the producers to improve their production quality and standards.

Government of Nepal (GON) is taking initiation to reduce the trade deficit in several ways. Currently GON has made provision of LC for the import of footwear product. Such initiation has been instrumental for the protection of domestic footwear market.

The global pandemic, COVID-19 adversely impacted the footwear sector of Nepal among the various sectors. But the Nepalese footwear industries tried hard to remain in production and marketing with full effort. With the effort of footwear industries, the export diversification is being practiced. The export data of FY 2077/2078 shows that 27,64,643 pairs of footwear have been exported to Gulf countries, Europe and USA. Similarly the export has been made of 51,31,789 pairs of footwear in the first 11 month of FY 2078/2079.

The import data of FY 2077/2078 shows 4,11,46,111 pairs footwear have been imported and at the same time the first 11 month of FY 2078/2079 the import 2,37,82,286 pairs of footwear have been imported.

For the survival in the domestic market, the Nepalese footwear industries have applied the collective trade mark and time to time organizing the industrial exhibition and trade fair.

Regarding the revenue generation, currently Government of Nepal is generating good internal revenue annually (VAT and Income Tax) from Nepalese footwear industries. GON has potential to generate annual import revenue amounting to NRs 26 billion but is limited to around 7 billion and losing annually NRs 21.5 billion due to the under invoice and illegal import of footwear. If the environment is created to fit the operation of footwear industries in Nepal in full capacity GON can generate more internal revenue compared to revenue.

#### **The prospects and Opportunities:**

The 1550 Producers with the full production capacity of annual production of 160 million pairs of footwear the footwear industries in Nepal have the following prospects:

- Increasing demand for the Nepali footwear in global market
- Increasing use of diversified footwear products in the market
- Growing domestic market with potentiality of expansion.
- Increasing awareness of domestic consumers for cheap, durable and good quality footwear.
- Increasing domestic production of raw material, increasing transportation facility in remote areas of the country and the export diversification to gulf, Europe and USA have been posing the strong possibilities for the development of this sector.

#### **Expectations and outcomes of the Exhibition:**

This international footwear exhibition is being planned with the objectives of market expansion, sharing the technological knowhow, developing of business relationship, establishing of Business to Business (B to B) linkage with National and International buyers and producers

and suppliers of raw material and machinery.

## **Part 2: The rationale, objective of exhibition, potential participants and benefit of participation**

### **The objectives and rationale of Exhibition:**

With 24 hours of operation, over 1300 footwear industries that are scattered in different locations, are not running in their full scale because of the lack of business linkage in external markets of footwear and raw material. They are quite backward in Customer Relationship Management (CRM). Because of such situation, some of the industries facing challenges of survival.

In the above context, FMAN is going to organize this exhibition and trade fair with the support of Ministry of Industry, commerce and supplies, Trade and Export Promotion centre, Ministry of Tourism, Culture and Civil Aviation, Tourism Board, Federation of Cottage and small industry, Federation of Nepalese Chamber of Commerce and Industry, The mobile service providers like Nepal Telecom and NCELL, and other interested business firms (except the alcohol and tobacco). The objectives of exhibition are:

1. Interaction and clarification about the footwear and leather goods production technology, process, the existing associated rules, the norms and values.
2. Provide the opportunity of physical meeting and interaction among the producers and exporters.
3. Provide interaction and business meeting platform for domestic producers and international buyers.
4. Provide interaction and discussion opportunity for the domestic and international raw material/machinery producers, suppliers and footwear industries and establish business relation.
5. Focusing on the promotion of Nepalese footwear, raw material producers there will be intensive interaction and business promotion between several business companies and mobile service providers.

**Date and place of exhibition and trade fair:** The exhibition/trade fair will be organized from 5 to 7 January 2023 at Bhrikutinagar, Kathmandu.

**Scope of participation and potential participants:** The following will be participants in exhibition.

- The footwear industries and leather goods producers associated with FMAN.
- The title sponsor, golden sponsors, silver sponsors, sponsors and sub-sponsors.
- Footwear and leather goods traders.
- National and international raw material and machinery producers and suppliers.

- Other interested business companies (except alcohol and tobacco).
- The enabling and supporting agencies of footwear and raw material production and marketing like TEPC, FNCCI, Ministry of industry, commerce and supply, ministry of tourism/tourism board etc.

**The beneficiaries of the participation:**

1. **Footwear and leather goods producers and suppliers:**  
The footwear and leather goods producers and suppliers will be benefitted from the exhibition. During the exhibition, they have chance to meet other producers and domestic and international traders and share their experience about different dimensions from production to marketing. They can utilize the time for the establishment of B to B linkage. Similarly there will be high possibility to maintain business relationship between domestic footwear producers and producers and suppliers of domestic and international raw material machinery. Finally the domestic producers have opportunity to sale their products.
2. **The sponsors:**
  - A. **Title sponsor:** The title sponsor is highly visible during the exhibition. One of the brands of his production will be attached with the logo of exhibition. On top of this the brand or name is visible with tickets, pass, lifts, and gate together with every advertising material, digital display, radio signal and TV as well. The title sponsor has right as a holder of biggest space in exhibition hall.
  - B. **Powered by:** The powered by sponsor will also be highly visualized after the title sponsor. The brand or name is visible with tickets, pass, lifts, and gate together with every advertising material, digital display, radio signal and TV as well just next to title sponsor. The powered by sponsor is also right holder of biggest space in exhibition hall as next to title sponsor.
  - C. **Golden sponsor:** The golden sponsor is another important actor and visible as next to powered by sponsor. Their board of products will also display in each printed and digital displays in radio signal and TV. They have right to mention their slogan in advertisement material. They are the second right holders to get second largest space in exhibition hall.
  - D. **Silver Sponsors:** The silver sponsors are other important actors. They are also more visible in the exhibition and exhibition hall with bigger space than the sponsors. They get every right as second of the golden sponsors except writing the slogan in advertising materials.
  - E. **Sponsors:** The sponsors are next to silver sponsors who get every benefit as a next to the silver sponsors. They are also more visible in each advertisement and display of exhibition and exhibition hall with bigger space than the co-sponsors.
  - F. **Co-sponsors:** The co-sponsors are other important actors in terms of visibility in each advertisement and display of exhibition and exhibition hall with bigger space as next to the

sponsors.

3. **The domestic and international raw material and machinery producers/suppliers:**  
They have chance to meet and maintain their business relationship with several footwear and leather goods producers. They have also chance to sell their products.
4. **Ministry of Industry, Commerce and Supplies:**  
The ministries get chance to meet several industries, traders and companies to know their capacity and limitations. The ministries have chance to handle the several grievances of industries, business and companies. Similarly the ministries utilize this time to interact with domestic and international buyers of footwear and leather goods, the domestic and international producers and suppliers of raw material/machinery.
5. **Trade and Export promotion centre (TEPC):**  
TEPC can utilize the exhibition to interact and discuss with domestic exporters and international buyers of footwear and leather goods. The organizations can generate the idea for the export promotion of footwear and leather goods.
6. **Ministry of Tourism, Culture and Civil Aviation/Tourism Board:**  
The exhibition at the lap of Himalaya is being held during the peak season of tourist flow. So the ministry/tourism board will get opportunity to interact with international buyers of footwear/leather goods and international producers and suppliers of raw material/machinery about the promotion of tourism in Nepal.
7. **The overall viewers, scholars, students and traders:**  
The scholars has the opportunity to perform research project and study about Nepalese footwear and leather goods, teachers and students have chance to select good brand of products, the general viewers have chance to buy good products in affordable price and general traders have chance to create business relation with footwear and leather goods industries.

**The role of FMAN is International exhibition and trade fair:**

Organizing this exhibition has been conceptualized by Footwear Manufacturer's Association of Nepal (FMAN). Therefore, whole management responsibility of the exhibition will be taken by FMAN itself. The responsibility of total advertisement, disseminating information to the participants for financing the estimated budget, managing expenditure, managing visitors of different category, managing several events of meeting between several stakeholders and business committee is the overall responsibility of FMAN.

Nani Raj Ghimire  
President 9851199774





16th  
International  
**FOOTWEAR  
EXPO 2023**

**5-7 JAN B2B  
08:00AM DOORS OPEN**

**BOOKING OPEN**

**Int'l Exhibitor Package**

- Expo to Hotel transfer
- B&B for 2 person for 3 N 4 D.
- Airport to hotel transfer

**Int'l Buyer Package**

- Expo to Hotel transfer
- B&B 2 N 3 D.
- Airport to hotel transfer

**Organizer**

**Footwear Manufacturers Association of Nepal**

**Address: United World Trade Center,**

**5th Floor, Tripureshwar, Kathmandu, Nepal**

**Tel : +977-1-5917075, +977-9801147575, +977-9851195525**

**Email: lfg.man3@gmail.com**

**website: <https://www.fman.org.np/16thfootwearexpo>**

#### WHY EXHIBIT

NEPAL HAS DOMESTIC DEMAND OF MORE THAN 90 MILLION PAIRS ANNUALLY WHICH IS EVER GROWING AS THE FASHION TRENDS GROW. NEPAL IS HOME TO MORE THAN 1500 FACTORIES RANGING FROM MICRO TO LARGE ENTERPRISES. WITH THE CAPACITY OF PRODUCING MORE THAN 100 MILLION PAIR OF FOOTWEAR ANNUALLY FOOTWEAR INDUSTRY HAS ABUNDANCE OF SURPLUS CAPACITY TO MEET EXPORT DEMANDS.

ALSO INTERNATIONAL EXHIBITORS WILL BE PROVIDED B&B FOR 2 PERSON FOR 3 N 4 D. AIRPORT TO HOTEL TRANSFER, EXPO TO HOTEL TRANSFER.

#### WHO CAN EXHIBIT

- NEPALESE FOOTWEAR AND LEATHER GOODS MANUFACTURERS
- NATIONAL AND INTERNATIONAL RAW MATERIAL SUPPLIERS / MANUFACTURERS
- NATIONAL AND INTERNATIONAL MACHINERY AND TECHNOLOGY SUPPLIERS / MANUFACTURERS

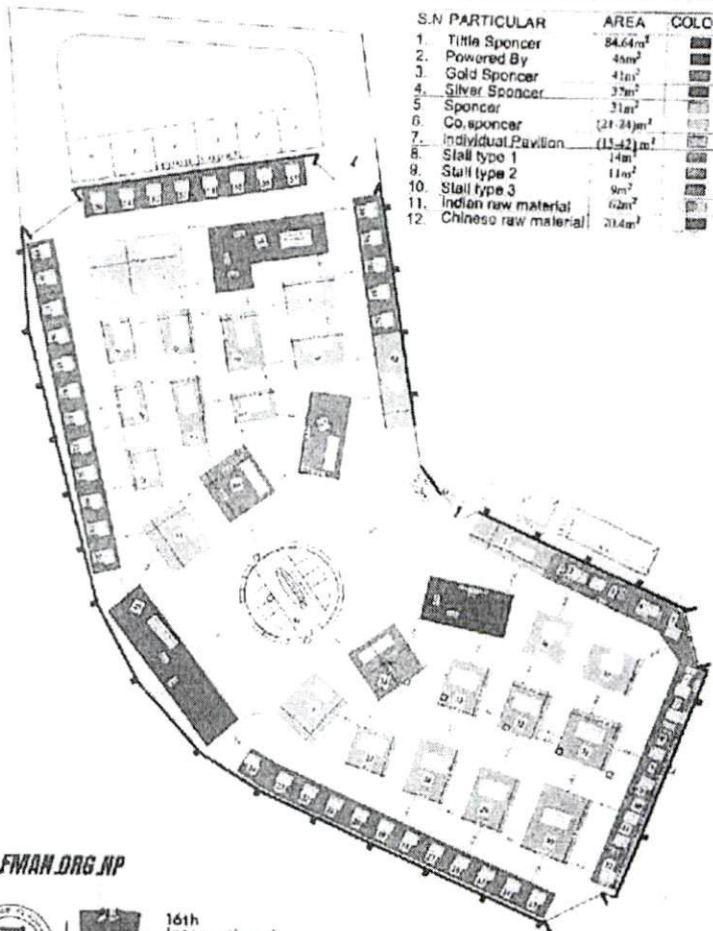
#### WHY VISIT

FOOTWEAR MANUFACTURERS FROM ALL AROUND NEPAL SHOWCASING VARIOUS TYPES OF FOOTWEAR AND LEATHER GOODS SUCH AS FORMALS CASUALS SNEAKERS SPORTSWEAR AS WELL AS HOUSEHOLD FOOTWEAR LEATHER GARMENTS BAGS, ACCESORIES. MADE OF VARIOUS MATERIALS FROM LEATHER, FAUX LEATHER, KNITTED NET, FABRICS OF COTTON POLYESTER, FELT, NEPALI DHAKA AS WELL AS NATURAL FIBRE MADE OF HEMP, WILD NETTLE, ETC AND SOLES MADE OF VARIOUS MATERIALS SUCH AS EVA P U P U PVC COMPOUNDS RUBBER AS WELL AS RECYCLED RUBBER AND PLASTICS ARE PRODUCT OF NEPAL.

ALSO INTERNATIONAL BULK BUYERS WILL BE PROVIDED BNB FACILITY 2 N 3 D, AIRPORT TO HOTEL, EXPO TO HOTEL TRANSFER.



# FMAN Hall plan



[WWW.FMAN.ORG.NP](http://WWW.FMAN.ORG.NP)



16th  
International  
**FOOTWEAR  
EXPO 2023**

## Sponsor booking

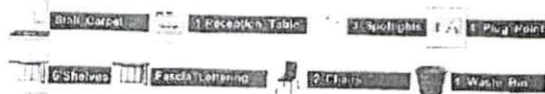
package	no of stalls	size sqm.	price USD
Title sponsor	25	84,64	24600
Powered By	35	46	9250
Golden Sponsor	67	41	7700
2-silver sponsor	34,68	37	6150
4-Sponsor	1,26,63,74	28-31,3	4600
4-Cosponsor	36,37,66,67	21,4-41	3100

## General Booking

Stall Type	Stall Number	size sqm.
Type-A 4 stalls	2,3,4,5	14
Type-B 7 stalls	6,7,8,9,10,11,12	11
Type-C 14 stalls	13-24 & 38,39	9
Type-D 23 stalls	40-62	9
Individual Pavillion	27-33,69,70,72,73,75,76,77	15-42
India Pavillion	71	62
China Pavillion	64	70.4

- MORE THEN 25 SQ METER \$ 87. 24 USD/SQ METER
- UP TO 25 SQ METER \$ 100. 64 USD /SQ METER
- 3\*3 SQ METER \$ 122. 25 USD /SQ METER

3\*3 stalls  
Octonorm Facilities



#### ABOUT ORGANIZER

FMAN WAS ESTABLISHED ON 2000 AD WITH OBJECTIVE TO PROMOTE INDUSTRY AND FINDING AS WELL AS CREATING MARKET FOR NEPALIS FOOTWEAR END DOMESTIC AS WELL AS FOREIGN MARKETS. NEPALI FOOTWEAR INDUSTRY EMPLOYEES APPROXIMATELY 50000 WORKERS AMONG WITH MORE THAN 1 THIRD WOMEN AND HAS CAPACITY TO EMPLOY FURTHER MORE.

FMAN HAS ORGANISED VARIOUS FOOTWEAR EXPO RANGING FROM BUSINESS EXPO TO INTERNATIONAL EXPO IN CAPITAL OF NEPAL KATHMANDU AS WELL AS VARIOUS CITIES OF NEPAL.

WITH THE SLOGAN OF "PROSPERITY THROUGH SELF RELIANCE" FMAN IS ORGANISING 16TH INTERNATIONAL FOOTWEAR EXPO 2023 IN KATHMANDU NEPAL.

#### For Assistance

Footwear Manufacturers Association of Nepal

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Email: lfg.man3@gmail.com

website: <https://www.fman.org.np/16thfootwearexpo>

#### *Payment bank detail*

Global IME Bank, Khusibu branch, Kathmandu,  
Nepal

A/C name: Footwear Manufacturer's Association of  
Nepal

A/C No : 59010002684

SWIFT : BLBBNPKA

## KATHMANDU TOURIST ATTRACTION



- Pashupatinath Temple( Hindu Pilgrimages)
- Chandragiri Hills (Cable car ride)
- Swoyambhunath Stupa
- Basantapur Durbar Square
- Patan Durbar square
- Bhaktapur Durbar Square
- boudhnath Stupa
- Experience Thamel night life and lots more

Thank you