

MM&T 2010 Overview



“MM&T is the fair I never miss. Here I can see many new products, discover current trends, and meet many business partners.”

*Buyer -
Bernard Kim from SB Overseas, South Korea*



Happy days are here again. This was the general consensus at APLF - Materials, Manufacturing & Technology (MM&T) this March, where confidence was high in supply and demand. Reported from fair grounds was that business was active and buyers were placing firm orders; additionally, MM&T saw a 9% increase in visitor attendance from 2009.

As the most international trade event for leather and other materials, components and leather-related technology, the fair is indeed a veritable benchmark of the overall mood of the global industry and its performance during the year ahead.

In 2009 the mere fact that leather and materials industries maintained a pulse was regarded with relief. Many feared the worse as the specters of economic gloom and doom advanced. Yet participants at the fair last year emerged with unexpected optimism: APLF - MM&T 2010 can be seen as building upon that optimism into full-fledged confidence.

APLF - MM&T 2010 no doubt reflects the rebound of the industry, according to Wolfgang Goerlich, President of the Brazilian Center for the Tanning Industry (CICB) and now also Deputy President of the International Council of Tanners (ICT). “With the anticipation of raw materials prices going up, buyers placed orders immediately,” noted Mr. Goerlich.

Meanwhile the ASSOMAC and the French Tanners Federation reported very positive feedback by their members - so good that the French have already booked a larger pavilion space for 2011.



**APLF - MM&T 2010
attracted 9% more buyers
than last year**



Optimism was prevalent in all sectors. Chemical exhibitors had seen a rebound in the second half of 2009 and this has continued. Similarly for machinery - the drop was so sudden and severe it was hard to even imagine recovery. This sector, too, has been quite surprised with the outcome this year.

The fair's enthusiastic participants were matched by its “notably” improved product offer, according to buyer RK Saffar from India's New Era Tanning Centre - possibly a result of the economic crisis that left only the strong standing and ever-more resilient and competitive today.

Reinforcing this point is Mr. Panzeri of Italy's Limonta, who indicated that it is the serious players that remain today. Furthermore, he noted a new approach from the Chinese and Asian companies. “The copying - the duplication of design - is finished. Some customers are very creative, coming with their own and very different view”.

The confidence pervading APLF - MM&T 2010 ensured that the industry's self-congratulation - which came with the first ever Tannery of the Year Awards hosted by World Trades Publishing - was not out of place. Indeed the competition is likely to spur the industry forward. Since the judging criteria was more focused on responsible and forward thinking community interaction than the most modern equipment or most advanced leathers, a much broader range of tanners can be expected to seek entry next time. World Trades Publishing CEO Simon Yarwood chose APLF - MM&T to launch the Awards because of the fair's “international significance in the leather industry”.