



## Study trip for AFTIC



The French association of the technicians of the footwear industries (AFTIC) organized a study trip in India from April 15<sup>th</sup> to April 23<sup>rd</sup>, 2011 with 28 members of 21 companies of the shoe sector (manufacturers and suppliers). This business trip followed those organized in China (2009) and Brazil (2010). The objectives were to better understand the technical, organizational and commercial characteristics of the Indian companies and their way of development.

### THE FOOTWEAR INDUSTRY IN INDIA

A country with a strong experience in the manufacturing of leather, its current development benefits the shoe sector, which is structuring itself, from manufacturing to the components levels.

With more than 2 billion pairs of footwear produced each year, of which approximately 900 million are leather parts, this country is the second biggest producer in the world after China and before Brazil. Shoe exports represent

115 million pairs (1.5 billion US\$), including 144 million US\$ for the French market. The sector shoe employs 1.1 million people and is part of the global leather industry and its 2.5 million workers. The shoe sector generates more than 44% of the total turnover of the sector and the main production areas are localized in Agra, Ambur, Chennai, Delhi, Kanpur, Mumbai and Ranipet.

### AFTIC TRIP

The Indian companies have worked for many years for several markets: the United Kingdom, Germany and South of Europe. They are thus accustomed to Western methods. The local market develops average consumption per capita moved up from 1.8 pairs in 2003-2004 to 2 pairs in 2009-2010. In urban area, the consumption reaches more than 2.5 pairs per capita. The local market accounts for 95% of the domestic production.

The participants visited companies located in the North (Kanpur, Agra-Delhi) and in the South

(Chennai) of the country. AFTIC takes advantage of the logistical and organizational support of the key Indian Council for Leather Export (CLE).

Sixteen companies were visited by the French delegation. They mainly work for export and have different forms: starting from the small shoe factory until integrated groups including tannery, manufacturing of soles and several production sites of footwear. They are often family businesses. Everywhere, the French delegation was welcome by its Indian hosts. If India started with men products, woman and child have known a strong development. According to the companies, the technological level is variable, even if factories in the Chennai-Kanpur area seem more homogeneous. Many production units in this zone are up-to-date, with recent building and equipment.



French delegation in India

This study trip was of high interest, as well both for the visits of companies and the exchanges between the participants. Now it made it possible to highlight the forces and weaknesses of the three larger world producers: China, India and Brazil. AFTIC exchanged on these missions within its regional delegations throughout the year 2011.

[www.ctc.fr/aftic](http://www.ctc.fr/aftic)

## INESCOP: 40 years of leading innovation



On 19<sup>th</sup> November 1971, the Spanish Footwear Technological Institute was established to meet the demands of the Sector that needed to ensure the quality of exported shoes. With 40 years of history, after various legal changes and evolution in their activities, INESCOP has become a technological reference centre in Spain and one of the most important among those that deal with footwear in the world.

The Institute started operating with five people and three departments: "Trends and Fashion", "Research and Technique" and "International Legal Advice", contracted with different national and foreign lawyers to give coverage to the exporters that had payment problems or diverse complaints.

The initial budget was of two million Pesetas, against the 11 million Euros income that they had in 2010. The 5 people that initially started in the business have become 141, with more than 90 university graduates, from which 13 are doctors.

Throughout its history, INESCOP has been adapting to the needs of the Sector and the services that other organisations and companies needed. Upon the emergence of Employers' Associations, the Institute gave up the activities of commercial information and international legal advice, concentrating on the diffusion of fashion trends and scientific-technical aspects.

Despite being a private centre, located in a peripheral population of the national geography and working for a traditional and manufacturing sector, the Institute enjoys a deserved

recognition in R&D, at a national and European level. In fact, they have carried out almost a hundred research projects in the framework of the National Scheme for R&D, competing with Public Research Organisations and large companies, for which they needed to show a high scientific level. Also, since Spain joined the European Union in 1986, they have participated in 76 European projects, often acting as main proposers, coordinators or performers of the research. INESCOP is the private organisation that has obtained the highest economic returns from the European programmes for R&D, in the Valencian Region.

On the technological part, quality was the origin of the organisation, as mentioned, and at present, quality is still the most important activity. At this point, the laboratories are ready to carry out more than 600 types of different tests on the great diversity of materials and components that can be part of the shoe as well as on the whole shoe, carrying out every year about 40,000 tests and analyses, for more than 1,000 companies, etc.

[www.inescop.es](http://www.inescop.es)

## UITIC Working Groups



From left to right: César Orgilès (INESCOP), Sergio Alonso Romero (CIATEC), Enrique Montiel (INESCOP), Yves Morin (CTC), Abdessatar Toumi (CNCC), Françoise Nicolas (CTC), Esperanza Almodovar (INESCOP).

Between two congresses, Yves Morin, President of UITIC, proposed to organize "UITIC Working Group" whenever and wherever it is possible, with members which are present at fairs or congresses. This new organisation started in Valencia during the IULTCS Congress and the World Footwear Congress in Rio. The following items were discussed:

### 1. UITIC CONGRESS

Portugal and China are both candidates for the next UITIC Congress organization. The Executive Committee will choose the final location in the next weeks.

### 2. UITIC NAME

To avoid any confusion, the UITIC confirms being the "International Union for Shoe Industry Technicians", and will no more use of "International Association for Shoe Industry Technicians". All the documents will be updated accordingly.

### 3. UITIC LOGO

To improve the identification of UITIC, it was decided to change the logo. Three proposals will be submitted to the members of Executive Committee.

### 4. NEW MEMBER

UITIC is pleased to welcome IBTeC from Brazil!

[www.ibtec.org.br](http://www.ibtec.org.br)

### 5. COMMUNICATION KIT

In the next months, every member will receive a "Communication Kit" including materials with the new logo such as: UITIC Membership Certificate, UITIC Stickers, UITIC Pins, etc.

[www.uitic.org](http://www.uitic.org)



## Trends of the Tunisian footwear industry



Despite the critical economic situation that the country experienced during the first months of 2011, the leather and footwear Tunisian industry have continued to expand and be more efficient with good achievements in foreign trade.

According to the Tunisian national leather and footwear centre's newsletter of last august, exports posted a growth of 12.4 percent rising from 630.5 million Tunisian dinars ) 321.3 million euros (in 2010 to 708.5 million DT) 361 million euros) in 2011.

Imports increased 7.2% and the trade balance coverage of 159.5%. This evolution in the sector's exports is due to good achievement of the complete footwear which reached 399.4 million DT (203.5 million euros).

In the first 8 months of the current year, the first customer of Tunisian footwear is Italy with 331.9 million DT (169.1 million euros), the second is France with 212.8 million DT (108.4 million euros) and the third is Germany with 76.3 million DT (38.9 million euros).

The national federation of leather and footwear has prepared an investment scheme to develop the activity in the interior region which includes the installation of industrial production of the footwear.

The realization of this scheme could be created in three or four years from 3,000 to 5,000 position jobs.

[www.cnccleather.nat.tn](http://www.cnccleather.nat.tn)

# CIATEC: 35 years of technological development and innovation



Martyn R. Shorten, Inventor of "Tuned air" Nike and "Trinomic Plus" Puma and UITIC Executive Committee Member



Ing. Luis Torreblanca Rivera, General Director CIATEC and UITIC Executive Committee Member, Calzatecna opening



Ing. Luis Torreblanca Rivera and Lic. Luz María Castañón, General Director Guanajuato Central Library

CIATEC, a CONACYT technological development center, is celebrating its 35th anniversary with academic, cultural and entrepreneurial events. CIATEC looks forward to sharing with the companies its technological offerings and results over the years. This article presents the last representative events

## XXXIII CALZATECNIA CONGRESS 2011

"Putting Yourself in Your Consumers' Shoes" was the theme of the 35th Calzatecna conference, an international congress about the shoe industry and its technology. Calzatecna took place in Leon, Guanajuato, Mexico on the 8th of October. 493 people from Brazil, Canada, India, France, Holland, the United States and Mexico participated in this event, which had the purpose of popularizing technological advances for the shoe and tannery business cluster.

Martyn R. Shorten, a shoe consultant for Nike and Puma and UITIC Executive Committee Member, addressed the first conference regarding how science and applied technology, in particular biomechanical resources, can support the development of new products. Among his many references, Martyn Shorten emphasized studies of the Mexican Tarahumaras people, who are among the fastest distance runners in the world.

Calzatecna's main topic was treated in three subjects: In the first of these sessions, "Knowing the Consumers", Guadalupe Certucha from ITESM Mexico, described practical methods for knowing shoe consumers' needs through market intelligence. Also focusing on the shoe market, Luis Humberto Vela of the Gosh company referenced the Guanajuato Shoe Chamber study about shoe consumers and paradigms that marked the evolution of successful companies. Luis Humberto said that it is fundamental to innovate one's business model: in design, in niche and market decisions, in fashion, and in the use of new technologies such as the internet and social networks. On the other hand, Rafael Gasca from CIATEC, complemented these principles by dealing with

"Customer Relationship Management" and social networks. Completing coverage of the first topic, Artecola Eduardo Kunts presented a case study of how a family business can be professionalized, emphasizing that innovation should produce business results and that it is always best to begin the professionalization process while a company does not have problems.

The second primary subject was "Use of Technology to Appeal to the Conscience". Martín Sánchez from CIATEC, showed how it is possible to evaluate the comfort of a shoe through a quick study of anthropometric patterns of the Mexican population. Elenilton Gerson from Senai also presented an interesting work about anthropometry of the female foot that considered different heel heights for women's shoes. Finishing this theme, Alejandra Silva from CIATEC talked about dynamic analysis of walking in heeled shoes and how the body joints behave in these types of shoes. Gabriela Alvarez from Horma described using what is known as fourth-generation technology to achieve a free shape toe and heel brackets.

The third subject was "How to Convert Consumers Desires into Footwear". In her presentation, Toos Rook of Ortopedia Elegante answered the question that we all have, "What makes a shoe comfortable?" Comfort must exist but always with good design, health and beauty in the same product. Supplementing this discussion regarding the beauty of shoes, Erick Perez Sandi from Hunt presented a wide variety of shoe models that incorporated the lines, colors and textures that define the beauty of footwear as the perfect combination of shapes and volumes or toes and heels. In the success story that closed the third section, Salvador Sánchez from Chavita spoke about the technology management behind footwear at a company with over 70 years of experience, and its evolution based on a successful strategy of innovation, inter-institutional work and multidisciplinary groups. Salvador Sanchez mentioned that an important factor for his business has been working hand-in-hand with academia, research centers and resources within our own industry.

At the end of Calzatecna, "Wearing your Customer's Shoes" was defined as knowing the consumers' desires as well as detecting, interpreting and organizing the necessities required to make the dream shoe: one that is comfortable, healthy, affordable; and finally a shoe that makes both the person who wears it and its manufacturer proud.

## INNOVATION WORKSHOP (LEÓN GUANAJUATO, 09/06/11)

Leopoldo Rodríguez, an important consultant regarding technological transfer in Mexico, addressed an innovation workshop for CIATEC employees, in which 29 researchers and technicians participated. The vast experience of Engineer Rodríguez and the review of successful cases strengthened CIATEC's capabilities for commercialization and conception of technological solutions. This workshop will allow CIATEC to implement further competitive advances for the industry.

This specialized workshop, in conjunction with other strategies for developing high-level human resources in the areas of Intellectual Property and Technological commercialization, will move CIATEC forward as a regional leader and continue the evolution of the institution as a specialized provider of specialized technology services in the areas of applied research, technological development and effective Innovation.

## DONATION OF CIATEC BOOKS TO THE GUANAJUATO CENTRAL LIBRARY (LEÓN GUANAJUATO, 09/23/11)

In other matters, 29 CIATEC books, mainly written about leather and shoe industries, were donated to Guanajuato Central Library, Wigberto Jiménez Moreno. Among the titles "El calzado para diabéticos en México", "Desarrollo tecnológico del Calzado" and "Pie y calzado: diseño biomecánico". This material could be consulted for free into the public library, and represents 35 years of CIATEC knowledge.

[www.ciatec.mx](http://www.ciatec.mx)

## UITIC and IULTCS relationships

Volkan Candar, new President of IULTCS (International Union of Leather Technologists and Chemists Societies), met our President Yves Morin during the last IULTCS congress on September in Valencia (Spain). They decided to share information and develop communication between our two organizations in the future.

[www.iultcs.org](http://www.iultcs.org)



## 2012 Membership fees

Paying your membership is important to ensure the quality of UITIC activities. From now on, you can pay your membership fees for 2012. Please send it to the Treasurer Enrique MONTIEL ([emontiel@inescop.es](mailto:emontiel@inescop.es)) by using the UITIC form at [www.uitic.org](http://www.uitic.org).

### Fees:

- Associations: 65 € per group of 100 members / 195 € maximum
- Individuals & Technical Centres: 25 €

## Updated news from UITIC web site

Be sure to be informed, check the last news on our web site [www.uitic.org](http://www.uitic.org). Members' information, Executive Committee presentation, press releases, archive of past congresses, get in touch! [www.uitic.org](http://www.uitic.org)

## News from members

Do you want to promote your activity? Do you have some reports to post about your association or country? Please be free to announce it on UITIC News and send us your article! [uitic@uitic.org](mailto:uitic@uitic.org)

### EDITING

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