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NEWSLETTER FROM THE FUTURE OF TANNING



Eco-Fashion

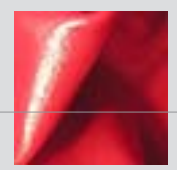
Finishing, what
a passion

Eco-friendly innovations
for the leather finishing.

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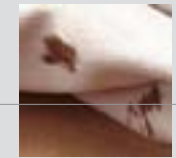


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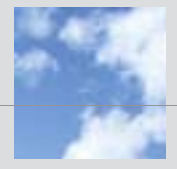
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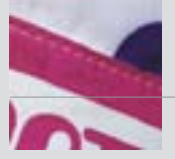
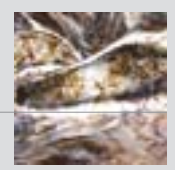
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Assoconciatori Santa Croce sull'Arno

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focus On

Eco-friendly creativity

The continuous requests from the fashion system are pushing the most creative researchers to study new finishing solutions to better interpret those exigencies.

As far as the stylistic research is concerned the Tuscan tannery district is surely a point of reference in the world and today, thanks to **ChimontGroup**, it is in the forefront for ecological finishing as well. Partner of the **European Fashion Designer**, **ChimontGroup** every season cooperates with designers and trend setters to fix the new winning posts in the leather fashion field.

The goal of this spring-summer is represented by **WThane Xtop**, a water-dispersed aliphatic polyurethane able to give a shiny, stuccoed effect comparable to bi-component paint only, but with no environmental impact. **Eco-fashion** is the neologism that combines fashion with innovative ecological contents and competitiveness. Once more **ChimontGroup** is proving that innovation can be combined with environmental protection by creating the pluses that give value to leather. Welcome to **LeatherZone**.

Remo Petroselli
ChimontGroup
general manager

Soft Lack

The new glazed, soft, gummy, glossy and eco-friendly article comes from ChimontGroup.

The keywords that identify the 2008 fashion trends are still luminosity, pearlescence, shiny and enamel effects. Bright, glossy leather as if “glazed” coated. Compared to the previous season the novelty relies on the search for softness and lightness with soft and gummy surfaces free from static finishing and materials.

Leathers with these characteristics and with high-quality standards can only be obtained with excellent products able to match the peculiar production exigencies. **Soft Lack** is the product created by ChimontGroup to get those results. Two are the principle products of Soft Lack; **CO/MBR** and **WThane XTop**.

The first is an acrylic polyurethane compound which features are softness and lightness and it's able to grant a very good strength at the same time. **WThane XTop** is a kind of polyurethane to be used at the final step in order to get a polished effect

comparable to the one of patent leather only. Its film doesn't jeopardize the natural softened grain of the leather and it results very nice at touch. **Soft Lack** is to be used on sanded surfaces and has been expressly studied to preserve softness while keeping lightness and gummy features unchanged.

Soft Lack offers the opportunity to get exclusive features for new fashion purposes and, in addition, requiring water-based products, it doesn't affect the natural softness of the leather and reduces environmental impact with a consequent operating costs reduction.

ChimontGroup shows, through **Soft Lack** as well, that fashion can go together with innovation and with respect for environment (still meeting the UNI EN ISO 14001 certification standard requirements), and at the same time, to be more and more competitive from the economic point of view.



Partner of the European Fashion Designer, ChimontGroup every season cooperates with designers and trend setters to fix the new winning posts in the leather fashion field.

The bait

It's a foil-mania. Foils are applied to deer skins for leathersgoods too. At Trend NY buyers were searching for gold, silver and patent leather. Those who have showed novelties sold the rest of collection as well.

by Andrea Guolo © **MdP La Conceria**

From the US, after Trend New York, the first responses prizing the tanneries and the producers of trendy fabric and synthetic materials are coming. The dominating trends are glosses, patent leather and once more silver and gold foils, classic is concealed while printed and patterned materials go still pretty good.

As far as leather is concerned, deer leather is making its way being appreciated by the leathersgoods industry for its peculiar grain. The American market has warmly welcomed the new products while exhibitors admit they have been in late and have presented just a few novelties and for this reason the premiere of the 2008 Spring/Summer will be presented in Milan.

Rewarded novelties

In New York we presented a 20% of new items. At Anteprima novelties will be at least 80%. Clara Donati, from D&CO association, speaks in figures about time and action of the four tanneries of the group (Upimar, Lufan, pH e Golf). Anyway, she adds, all indications got from Trend NY will not be taken into account for possible last minute changes. The NY exhibition is too specific and bound to the local market. In addition American buyers have a price commitment limited to 3-3.5 dollars per foot

and are only willing to spend a bit more for fashion contents that may justify the increase.

Starting from this it's understandable why the 440 visitors have been mainly interested in novelties and in trend items. Those who have been able to present something cool have come back from the fair with good results. "This has been the best edition among the four we attended" added she. Those who have participated for the first time, like the group Vecchia Toscana, are satisfied as well. "We have learnt how to present ourselves to customers and what they need. It's an experience to be repeated" says Sergio Ceccanti, from the sales department of the company from Ponte a Cappiano, who was mainly surprised for the existence of another American market he wasn't aware of. "We are used to the world of the big distribution that deals in terms of pricing.

In New York we met with the world of the style where both small and big companies introduced themselves in a more European way and mostly love the trend proposals". The Trend NY visitor is generally a designer, a trend setter or an agency that selects the most interesting proposals to submit to the fashion houses. The buyers of the big companies were also present, but they appeared late.

"May be it's too early for them, they are still focused on the Winter season and on the fashion shows" Stefano Parotti from Sicerp assumes. "I had a feeling that the season has started in late - Ceccanti adds - buyers work on the ready-to-wear, they don't plan at all. Probably the negative performances in retailing are affecting the order planning".

Foils everywhere

The specialists of the "laminated leather", term that refers to leathers coated with glossy films that give gold and silver effects are living a period that can be properly defined as golden. The trend goes on. The company CTC (Conceria del Chienti) is working according to the suggestions gathered in NY.

For the first time Del Chienti has presented a collection specifically conceived for leathersgoods. It obtained the favour of the buyers and it will be proposed again at Anteprima with the due changes. Deer leather will be light-gold and silver coated following the dominating trends in footwear. And then sequins on kidskin, large-weft cobra print, lots of patent leathers. For the leathersgoods, the

staff supervised by Monica Martarelli (design department) has developed drummed items. Light and soft to the touch they are made on deer leather naturally processed. Colours? Orange, beige and cream for classic cow calf and cow sides. Blue shades and tones are recovering. Sicerp also focused on foils.

They presented them on smooth skins and suede. According to the Milanese tannery nappa is also recovering, while kidskin for shoes is going out. The new proposals for Anteprima will be finished right before its opening by the presentation of the new colour cards.

"The complete collection will be ready for Lineapealle only" Stefano Parotti adds. In New York D&CO, specialized in classic cow calf, has presented a part of trendy products and that's the one that has obtained the best results: patent and foils on cow calf and deer, this latter also proposed vegetal tanned.

Probably in Milan the buyers will chose differently, but some analogies will occur. One in particular: the need for a new product that will trail the consolidated work too. The bait effect is nowadays a market rule.



Skin colour swatches at the tannery Russo di Calandrino. On the right, Sicerp at Trend NY patent and laminated leathers for next Summer collections.

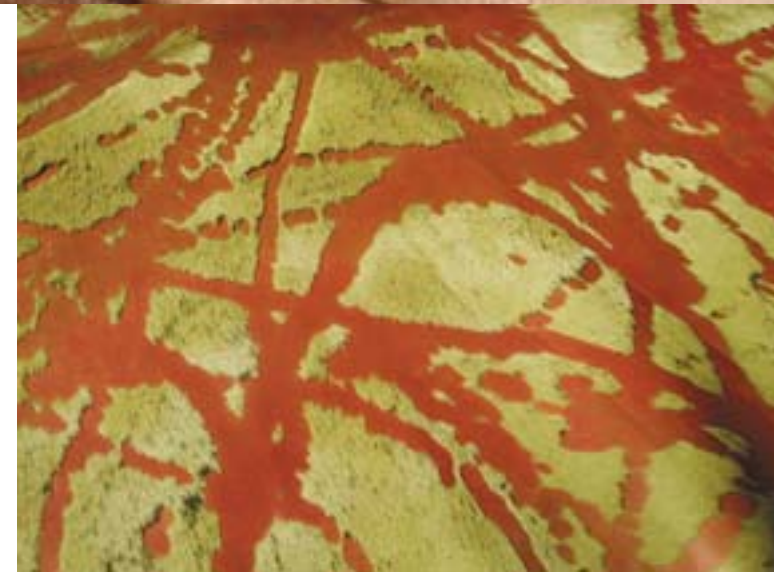
Light and winning “cavallino”

The article called “cavallino” is successfully present within the footwear, the furniture and the leathersgoods industry.

Items of clothing enriched with “cavallino” trims are precious and clearly recall the luxury market. The new request coming from the fashion houses is the wish of producing clothes wholly made with “cavallino” in order to create valuable and fashionable items.

Conceiving these items means being able to eliminate the problem of the specific gravity of this kind of skin and its softness.

“Cavallino” has normally a quite high specific gravity that results in heavy clothes and limited developments. The weight of this hairy leather is due to the leather itself and to the chemical products used for its processing, first of all greases. The chemical nature of the softening oil if on one hand makes leather more delicate to the touch, on the other it makes weight higher. ChimontGroup, always careful about designers’ and fashion trend exigencies has developed a special series of oils that grant leather an extraordinary softness as well as a noticeable lightness.



Chimoil SU and **Chimoil E/4** are two innovative lubricating products. With their short molecules they act as softening agents allowing the fibres of the leather to slip one upon the other by reducing damping between them. Their chain length is the decisive factor of this new and effective result.

Hair turns out soft and shining and the side of the flesh, after the sandblast, gets a dry and silky aspect like ram skin.

ChimontGroup accepts the new market challenges and launching new fashion ideas develops products that are able to create value for all the industries involved.



In the picture some examples of “cavallino” obtained by the innovative Chimoil SU and Chimoil E/4 lubricatives. Now fully-made “cavallino” clothing are feasible thanks to the lightness owed to the innovative molecule implemented by the laboratories of Advanced Research of the ChimontGroup.



An extraordinary lightness and softness for the new “cavallino” for clothing



Quésia tannery: Creativity and research give birth to master fakes

Interview with Andrea Montagnani.

There are many tanneries specialized in finishing in Santa Croce, among them Quésia stands out for its quality products, its creativity and its attention to environment.

Let's ask Andrea Montagnani, partner of the tannery, to tell us how and when this nice reality began.

"Quésia tannery was born in 2000 under my partner's, Piero Marabotti, and my will. We joined our decennial experiences together to give birth to a harmonious

team that has claimed the market attention since the very beginning.

We meant to create a tannery specialized in the production of printed cow calves that perfectly imitate the animal skins and fantasy patterns. We achieved our purpose, or, the creation of an elite reality"

Let's talk about the products...

Our printed leathers are completely processed within our facilities. Through special processes we are able to reproduce perfectly any kind of animal skin.

The mould finishing is given a careful attention. It's hand-made and skilled workers scrupulously take care of every detail in order to get a perfect result worthy the appellation of master fake.

How do you give birth to your novelties?

"Our designer is always interested in fashion and new trends and spends a lot of his time sourcing both colours and articles. He attends fairs, workshops, like the ones organized by Unic, and, of course, he travels a lot gathering all the influences that may come from all over the world. All these information get blent



together and give birth to a collection that is renewed all season"

What's your relationship with the chemical industry and how does it affect experimentations?

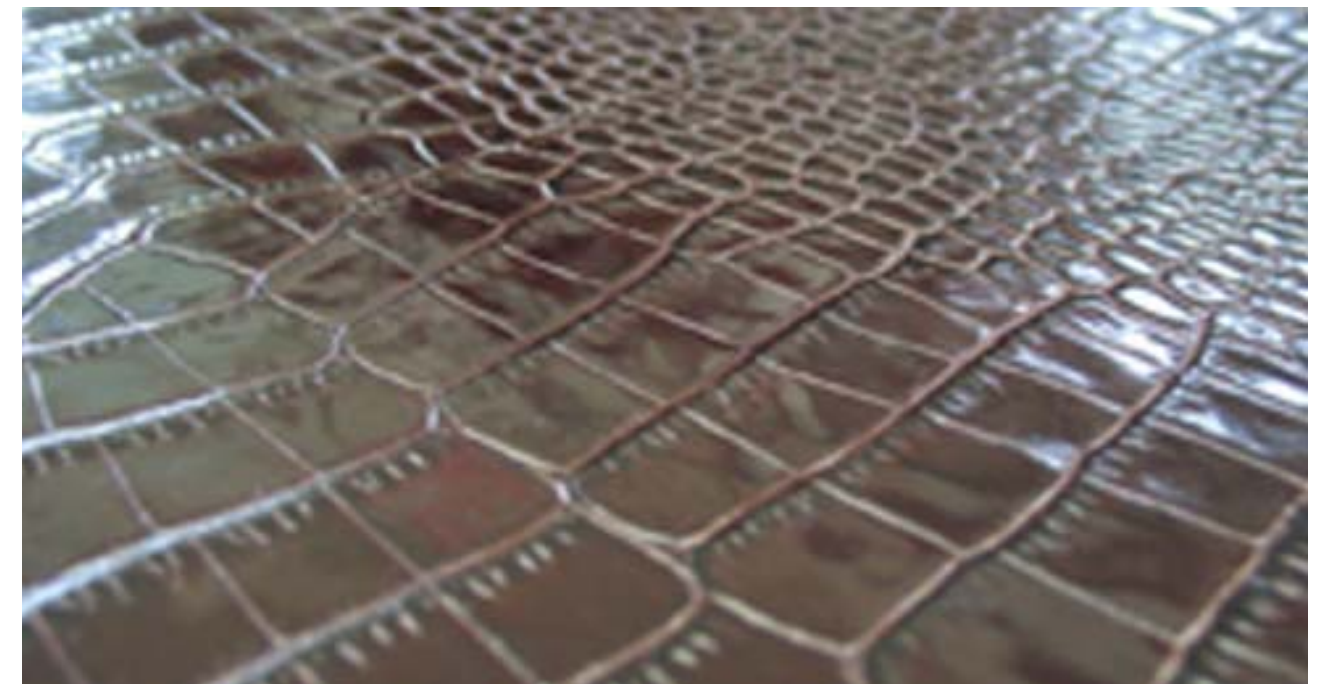
"As far as experimentation is concerned, the relationship with the chemical industry is essential. We have a constant idea exchanges in order to get newer and newer samples and be in the forefront in fashion trends".

What are the future perspectives of your tannery?

"Since 2000 we have been growing and growing and have been consolidating the image of a company that favours quality and research.

We cooperate with a lot of griffe like Ferragamo, Armani, Furla, Biasia just to mention some of them. The in-house production of the moulds allows us to meet the exigencies of the designers who ask for more and more personalized leathers. Moreover, we are strongly convinced that our environment-friendly policy has been qualifying along with our quality and our constant renewals that have made us a point of reference. In December 2005 we got the ISO 14001 certification and we are currently under EMAS registration".

More info on www.quesia.it



WThane XTop: environment likes shiny effects

The ecological solution to the solvent bi-component paint.

The keywords that identify the fashion season Spring/Summer 2008 are luminosity, pearlescence, patent and enamel effects. Gold and silver are trendy, along with the classic pastel colours that characterise the spring/summer season. Colour seems to take shape, enriched by glitter and gloss, transparency and glassy looks. Classic games of contrast are being brought back in a modern key as well: white with black, shiny leather interwoven with matte finishes, surfaces that are flowing, soft, and sinuous are set off by spiky, sharp trim. The last fashion trends take shape respecting Nature thanks to the innovative **WThane XTop**, a series of water-dispersed aliphatic polyurethanes that give a shiny, stuccoed effect similar to bi-component paint, with no environmental impact. Besides its eco-friendly feature, that is a plus very peculiar for the patent leather, **WThane XTop** offers numerous advantages like ease of application that lowers the cost of production. **WThane XTop** has been proven highly resistant by both wet and dry flexometer testing, and exalts the brilliance of refinishes such as patent and abraded.

Exceptional results are obtained by applying **WThane XTop** on soft leathers, achieving an extraordinary lustre without altering the characteristic softness of the leather. This product is extremely versatile because by hot pressing with **Brill Foil** the desired effect of transparency can be further heightened.

WThane XTop is the ecological answer of ChimontGroup to the bi-component paint, and it's dedicated to those companies who deal with fashion in an eco-friendly way.



Foils “mon amour”

New effects that satisfy the most exigent designers.

The boom of the metallic effects of next fashion collections, gold in particular, will light and embellish clothes, bags, shoes and belts as proposed on the most important international catwalks.

ChimontGroup with its know-how in leather for fashion, matured within the most famous leather district in the world, has developed leathers with new laminated effects through hot transfer films.

The **Series FT** with iron-on total transfer and the **Series FP** without iron-on to be used for partial effects are two kind of metallic foils. Supported by a huge range of complementary products they can satisfy the market exigencies in terms of quality and finished product personalization. The versatility of these foils and a good dose of Tuscan creativity have enabled

the ChimontGroup Research Laboratories to develop many articles that important designers already use for their exclusive creations. To reach very glossy and transparent effects the **WThane 421** it's recommended for its easy use and its feature of exalting brightness through hot pressing with transparent foils such as **Brill Foil** and **Lux Foil/CH**. The quality and the creativity of the results reached by ChimontGroup, not to mention the value of its technical staff, show how they are able to offer the leather industry a high level service for the development of fashion items. The big know-how and the constant stylistic research carried out together with important fashion designers, allow ChimontGroup to propose innovative solutions that grant leather the best value.





It's there, but you can't see it

It's barely advertised or it get confused within the hordes of the stylistic and fashionable research. How much Italian footwear technologically innovates?

by Luca Fumagalli © **MdP La Conceria**

Insiders – themselves – can hardly find out a way on how beginning to face with the question.

We ask them how much the Italian footwear innovates and how much it is committed in studying new research solutions and technologies. It's a question that creates a bit of confusion and a overlapping between the concept of design development and fashion avant-garde. In other words, how many revolutions in the shoe field belong to the Italian genius? The Italian shoe maker is a very good producer mainly of high range items now. But, does he pay enough attention to fashion and, is he willing to patent innovative solutions to spend on the market as a plus of competitiveness?

The survey

The survey of the innovation in the shoe field runs on two lines: the processing and the product. In both cases suppliers participate largely. A good part of the research that the Italian shoe applies to its products is focused on material and on the implementation of machines that reduce production times, costs and environmental impact. In insiders' opinion, just a few solid companies with long-term development plans invest in innovative machines that are able to grant them huge improvements. It's

something for a few people. It's something for those who can risk and don't worry to risk (that recalls to some cases already dealt on these pages, like Moreschi in Lombardy, Nero Giardini in the Marche region, but they are not the only ones). That being said, we have now to deal with next step: the shoe type. The fashion shoes as well as the evening and the lady ones need vanguard workmanship and craftsmanlike appeal. Mostly they need a deep design study that has nothing to do with the matter of performance and strength special patents. Patents apply to the comfort, the sports and to the technical footwear. Then we have to focus on certain Italian districts (first of all Montebelluna) and on some foreigner giants of the sport such as Adidas, Puma, Nike (which in the province of Treviso owns a development centre for competition soccer shoes). It's a matter of dimension too. There are just a few realities that can afford an annual earmarking for research. It's better working side by side with suppliers (producers of technologies, tanneries) sharing with them the production needs and find with them the solutions. That being stated; has Italy ever produced footwear revolutions?

Revolutions

Let's talk about the most famous one that for many people

it's mainly a success of communication and marketing. Geox. Even children know that the sole breathes. That's true, experts say, but not completely. In the early 90's Mario Moretti Polegato in front of a pierced sole had the flash of inspiration and patented his idea. He created a rubber pierced sole with a microporous-structured membrane inside that absorbs and expels sweat and it's water repellent. «The holes on the sole have become a technological plus» as the company website says. In researchers' opinion the Geox patent doesn't breath, in case it allows permeability to the steam. But in order to get that, optimum conditions for use are needed (a difference in level between relative humidity and temperature inside and outside the shoe) and the effect decreases as walking since dust and dirt tend to close the pores.

Anyway, by patenting an unquestionable product innovation and all its subsequent elaborations, advertising it as never done before, Geox from Montebelluna, province of Treviso, has become a multinational giant. Second example. Same town, other brand, snow field. Tecnica, a company of working shoes that was born 1960 and that in the 70's pulled an invention out of the top hat and made history: the Moon Boot. A lined boot with hi technological and innovative contents that has become a synonymous of after-ski all over the world (also cloned by some griffes). The idea comes from the sight of the boot of astronauts landed on the Moon. Its strength is the combination of three factors: functionality (granted by the research that is the base of the product), the design and the competitiveness on the market. It's completely waterproof and, despite its appearance it allows easy and agile movements on fresh snow and it's light to wear. As we were saying it has become a fashionable item too.

Two famous cases claiming the attention of the world, mainly well communicated. Other solutions remain within their spheres of application or take a curtain call for some

weeks during special events. It's the time of Diadora and the footwear Francesco Totti was wearing during the last world championship. The style Maximus is the result of the application of very advanced nanotechnologies and of Axeler Titanium, a technology used for the first time integrated to the sole that grants the shoe the best performances that the foot is capable of. That's one of the numerous fruits of the Research Centre of Diadora that combines the activity of the area R&D, of the in-house laboratory (that works on news materials), of the external laboratories (for new discoveries quality testing) and of the Polytechnic of Milan where Diadora refers for biomechanics.

A case of smart technology application

Our last parenthesis deals with the case that an Italian newspaper (Il Giornale) has recently presented as a history of Italian trade devoted to inventiveness and research. It's the case of Newlast, a minimultinational based in Switzerland with facilities in Tortona, in China (2) and, soon, in India. The article speaks about Roberto Carlone who, starting from the field of the machine tools, noticed in the middle of the 90's how the shoe last was still a craftsmanlike item. From there, in '96 he created Newlast by applying the technology of the numeric control to this particular production. The idea was a success. It landed in China where nevertheless it heavily suffered from the psychosis of Sars until the point of nearly collapsing. But Carlone and his partners where able to recover their project and now, after the second Chinese opening are aiming to the Indian subcontinent. Question? Was it a real revolution? The institutes of specialized research say that it was for sure, even if they speak about a "big intelligence" rather than brilliant intuition. In their opinion Newlast has been clever to apply technologies with different origins to sectors still very linked to the myth of craft.

In the picture, a classic Moon Boot, after-ski invented by Tecnica in the 70's.



Automax

The best of results with the less of product.

In the car market a highly distinguishing feature is represented by the interiors where, very often, the leather makes the difference and that's why the leather production has a leading role there. Fine interiors, seats, bridges, wheels and gearboxes need high quality leather as car producers have high and diversified standards.

ChimontGroup has implemented a process, called **Automax** that enables to meet the standards requested by market, but with lower costs. **Automax**, the compact formulation of ChimontGroup is the combination of three very good products: **Chimotan JW**, **Chimoil AT** e **Chimoil FL**.

The exceptionality of this process relies first of all in the small quantity of products used to get the excellent final results.

Through this process the water consumption is reduced by approx. 50% compared to the traditional processes and costs and timing of workmanship decrease accordingly.

The determining component for the soaking time reduction is **Chimotan JW**. This latter not only fills the leather grain in the best way, but it also improves the fastening of the other products of this formulation.

The complete absorption of the reagents by the leather optimizes the water consumption at best and leaves the waste water well exhausted. In this way respect for environment is granted and especially leather results with a solid, round, full and a poorly elastic grain able to pass the fogging test. Simple use, low product quantity, low environmental impact, better leather quality, higher economic benefits. ChimontGroup is the innovation that creates value in all fields of the leather application.



Automax

IL MASSIMO DEL RISULTATO CON IL MINIMO DEL PRODOTTO.

Assoconciatori

The Associazione Conciatori of Santa Croce sull'Arno points out an encouraging survey.

In 2006 the Tuscan tannery field reached good results: +1.60% as far as production is concerned and +1.55% in terms of turnover. The data refer to the last quarter of last year compared to the same period in 2005.

The growth is owed to a recovery in the whole fashion field, but the tanning companies are the first to harvest the fruits of their commitment. Their success relies on their internal reorganization and on their constant presence on the market and their promptness to give always something more to overcome the difficulties and the changes in trade due to the globalization and the strength shown by the industrializing countries. Alessandro Francioni, president of Assoconciatori has no doubt "our division has been for sure one of the firsts to get positive results by strongly focusing on material research and innovation and also by improving the customer service. Both singularly and collectively our tanneries have participated to missions aimed to promote their articles on targeted foreign markets. Then, between the end of 2006 and the beginning of 2007, the trade has been growing steady with a consequent recovery interruption. But this is a particular moment in production that normally occurs with the season change and after two years of constant growth in terms of turnover and production. The recent fairs of Paris, Milan and Bologna have showed that the interest in the Tuscan leather is very strong despite the coming summer season that is not a favourable period for leather use. "It has been a strategy of District too; tanneries, chemical product companies and all the leather induced activities shared the commitment to produce high quality items. "We couldn't do anything but that - Francioni adds - the

past numbers could hardly be repeated again so we understood that we had to improve and renew nearly completely if we wanted to get by. As far as leather is concerned, Tuscany is the best expression of quality and care in all details. Then flexibility has enabled companies to promptly react in answering the market requests. They have been able to offer the best creativity and perfection in finishing. Those who work with private labels have been offering the best results and have been willing to experiment and propose real novelties. The District had a leading role in this reverse". That's been a change that involved fashion companies too. "Many griffes that in the past years were addressing themselves eastern and eastern mainly because of the price - the president of Assoconciatori adds - are retracing their steps as retail sales have disappointed their expectations. The growing numbers of the Italian shoe factories in general and those of the Tuscan ones in particular are showing how this reverse is in progress".



In the picture, Alessandro Francioni, President of Assoconciatori

Looking At DasComar



Rollkim Universal Soft

Research and new technologies for finishing of quality

DasComar has built its know-how during 25 years of work within the industrial district of Santa Croce sull'Arno. They begun by making qualified overhauling and by giving assistance in supplying spare parts for the tannery machinery and then they specialized in the plan and production of finishing machines. DasComar is ever since committed to the research for new technological solutions in order to facilitate the customer's job and to finished products quality improvement by also offering an excellent customer service. Today the main activity of DasComar is the development of technologies and roller finishing machines:

- Roller coating machines, suitable for low thickness leather too;
- Tipping/printing machines, able to carry up to 12 rolls at the same time;
- Machines for the application of film transfers of every kind;
- Automatic loaders and machines for the processing of sole leather.

To complete its production, DasComar supplies a punctual and qualified assistance, spare parts and second-hand overhauled and granted machines.

In the picture, Rollkim Universal Soft (reverse roller coating machines, suitable for garment leather too). For more info about DasComar's production and technical details, please contact our offices.



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in the World

Russia / **Ecology under observation**

Ecology is getting an ever more serious issue in Russia; it no longer concerns the irregular extraction of oil only, but involves also the problem of industrial and civil wastes, their recovery and disposal, above all in the largest cities. Russia is going to co-operate with an Italian company for the application of new environmental technologies, with the intention of using Italian technologies on a wide scale if trials made on the territory are up to the expectations. The Italian enterprises will be allowed to participate in investment projects as well as in the constitution of mixed companies dealing with waste treatment and energy recovery. At present Italy covers only 4-5% of supplies dedicated to ecology, while Germany covers 20%.

Italy / **Antiallergic leather shows off**

Terra Futura, the international exhibition-meeting of the good practices of sustainability, will be held at the Fortezza da Basso of Florence from 18th to 20th May, 2007. On that occasion, Karuna, the company ever since engaged in the development of sustainable practices, is pleased to present a.skinshoes; the first and unique footwear made with ecologic leather that respects environment and consumers' wellbeing. Years of cooperation with the University of Florence have resulted in a.skinshoes; the only antiallergic footwear able to solve the problem of allergic contact dermatitis thanks to a leather and a whole workmanship process completely free from metals and allergens. In a very short time the incomparable transpirability of the a.skin leather has made this footwear a reference point for all those who look for the best comfort and wellbeing. More info on askin.it

Vietnam / **Vietnam joins the WTO**

After green light last November and one decade of negotiations, Vietnam has officially joined the World Trade Organization (WTO) last January 11th, which now counts 150 member States. Thanks to this operation, the Country

can now take advantage of facilitated access to the main international markets, but at the same time Vietnam will have to open to the foreign markets, reformulating import tariffs and progressively reducing the barriers applied up to now.

Vietnam ranks now second after China in terms of annual growth, with +7.8% increase of Gdp for 2006 and forecasts of +7.6% for this year. The Country counts 83 million inhabitants and is prevalingly rural; more than 60% of population is younger than 30. Some estimates show that, in 2005, the Country exported textiles for approximately 4.8 billion dollars (+8% over the previous year), while imports have grown to 3.3 billions (+13%). As far as fashion is concerned, compared to Italy, Vietnamese imports of footwear and textile garment are noteworthy: 95.2 and 23.7 million euros respectively, in the early five months of 2006. Leather occupies a top position in Italian exports, and has totalled 14.4 million euros.

China / **China Shoetec in Dongguan**

The fifth edition of China Shoetec 2007 will take place from April 18 to 20 in Dongguan, a city characterised by a high footwear concentration and that produces approximately one billion pairs of shoes a year, 50% of which are exported. Machine manufacturers and footwear technologies will take part in the event.

Last year the exhibition registered 426 exhibitors, whose stands were visited by approximately 18,800 visitors; this time China Shoetec will take place parallel to China Shoes 2007, dedicated to leather footwear and products. The two fairs will be sided by other events, such as technical seminars, symposia and conferences.

Brasile / **FIMEC in constant evolution**

Considered the second largest worldwide fair in the industry, Fimec arrives stronger than ever in 2007. The 31st international fair of leather, chemical products, components and accessories, equipment

and machines for footwear and tanneries will take place on April 17 through 20 at the Fenac Pavilions in Novo Hamburgo, state of Rio Grande do Sul, Brazil, a geographically and strategically privileged area given its location at the center of the South Cone Market, with extensive exhibition grounds and the perfect structure for doing business. The event brings together hundreds of importers and professionals not only from South America but also from every continent.

Following the international trend in business fairs, Fimec will again be conducting lectures and other concurrent events.

So as to strengthen Fimec position, Fenac continually develops improvements to its pavilions: "We are permanently investing in pavilion infrastructure because the needs expand with each event. We will surely have a great Fimec again", believes Júlio Cesar Camerini, FIMEC's President-Director.

Some new features implemented at the 2006 Fimec will be expanded for the next edition of the fair. Among them is wireless internet access in replacement of the conventional cabling, making it easier for exhibitors to navigate on the web. In addition, several cameras will be again set up in the pavilions, broadcasting images on Fimec's internet portal. That will make it possible to access images of the event from anywhere in the world. The scheduling of visits beyond fair hours, via previous communication to the organizers, will also be expanded. In 2006, Fimec counted on 1,200 brands from 35 countries and 50 thousand visitors. For 2007, the expectation is that these numbers will increase by approximately 5%.

Fimec is organized by Fenac S/A in partnership with the following entities: ABECA, ABQTIC, ABRAMEQ, AICSUL, ASSINTECAL, CICB and IBTeC, and support from ACI-NH/CB/EV and Centro Universitário Feevale.

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