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Brazilian Leather: see all about our participation in the APLF fair in Hong Kong

The most recent edition of the APLF Leather and Materials+ fair in Hong Kong had a considerable focal point that drew the attention of visitors, the press, and all those in attendance at the event: a space with renewed architecture and innovative visual communication where 38 Brazilian businesses were concentrated. A sustainability agreement for the leather sector between Brazil and Italy through the ICEC and CSCB certifications was another important highlight.



Like the renovation of the stands, all of Brazil's participation in APLF had the support of the Brazilian Leather program, an initiative of the Centre for the Brazilian Tanning Industry (CICB) and the the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) for the growth of Brazilian hides and skins in international markets.

Junior Bannach, director of Curtume Bannach, highlights that the new proposal for product presentations and the strengthening of Brazil as a brand was noted by clients, enriching this year's edition of the fair. "All of the changes increased the perceived value of the products on display" he states. Bannach's opinion is shared by Joel Krummenauer, commercial director of Curtume Krumenauer - a business with 107 years of history that completed its 23rd participation in APLF this year. According to Joel, in addition to Brazil's renewed visual communication, another positive point was the return of previous clients that hadn't participated in the last 5 years or so.



When it comes to business, APLF is considered a key event for exchanging information with representatives from various countries and observing market movements, as Rafael Mariño - export manager from Curtume Coming - points out. "This dialogue supports understanding about what should happen in the coming months", he affirms. Participating for the first time as an exhibitor at the event, Curtume A. Bühler believes that APLF can open new opportunities and expand business. "The fair is a direct interaction with clients", notes Clóvis da Rosa, sales executive.

Sustainability

On the eve of APLF, Brazil was once again stood out with the signing of a partnership agreement with Italy in the field of sustainability. Both countries unified their knowledge in sustainable production and transparency by signing the Partnership Accord (PA) Leather Sector - Sustainability Certification Program. The ICEC (Italian Institute for Quality Certification in the Leather Sector) and CSCB (Brazilian Leather Certification of Sustainability) signed and confirmed their mutual recognition. Now new research fronts can be developed between the two countries, indicators of sustainability can be strengthened, value can be added to leather for end consumers, and businesses that participate in the certifications can be further recognized.



Brazilian leather

PROMOTED BY



e-mail press@brazilianleather.com.br / **phone** +55 61 32241867 / **fax** +55 61 33237943
SAUS Quadra 1, Bloco N, Asa sul / Ed. Terra Brasilis, Salas 408/409 / Brasilia/DF / 70070-941

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