

Speaking during the ICHSLTA drinks reception in Hong Kong on March 18, he said that it was "great to be back in Hong Kong" and he was pleased to be celebrating the 40<sup>th</sup> edition of the fair after a difficult period for the global leather supply chain.

He said: "Leather is a natural, sustainable, long lasting and beautiful material. We need to use this fair to focus on putting leather in front of the market and step away from having to justify ourselves."

Following the introduction from the ICHSLTA President, Marc Brunel, Director of the newly rebranded French Leather Alliance, told industry representatives that the global sector is going through a difficult time but Hong Kong and the APLF is the perfect platform to bring the global industry together.

He added: "We must continue to remain transparent about leather and communicate the benefits of this industry and its leather to our final customers."