

**International Agricultural Show
(February 22nd – March, 2nd 2025)
Hall 1, Booth 1F029**

« VACHEMENT CUIR »

An immersive journey into the world of leather by Alliance France Cuir

Alliance France Cuir, in collaboration with the French Federation of Hides and Skins (Fédération Française des Cuirs et Peaux), the French Federation of Tanners (Fédération Française de la Tannerie Mégisserie), and the French Union of By-products Industries (Syndicat des Industries Françaises des Coproduits), is proud to participate for the second consecutive year in the International Agricultural Show 2025, held at Porte de Versailles from February 22 to March 2, 2025. This year, the leather industry will showcase itself in an expanded 60 m² space, dedicated to discovering a noble and sustainable material.

NOTHING IS LOST, EVERYTHING IS TRANSFORMED

Leather is much more than a raw material; it exemplifies an outstanding model of **circular economy**. Derived from the agri-food industry, this co-product is transformed into a durable and versatile material capable of taking on new forms. Every year, over **145,000 tons of hides** are collected and refined by the French Leather Sector, contributing to waste reduction.

With motion design animations, visitors will explore how every part of a farm animal is fully utilized: **50% for meat consumption** and **50% for co-products**, including leather. A concrete demonstration of sustainability and ingenuity.

AN IMMERSIVE EXPERIENCE FOR EVERYONE

Designed to captivate all ages, the **"VACHEMENT CUIR"** stand offers a sensory and interactive experience, highlighting the upstream professions of the leather industry and their connection to livestock farming:

- **The Immersive Tunnel:** Visitors dive into visuals showing the process of hide collection and the key stages of tanning.
- **The Leather Library:** Through leather samples and large hides on display, visitors can explore the diversity of species (cattle, sheep, goats) and discover the material's endless potential.
- **The "Cuir Genius" Quiz:** An educational and fun game to test knowledge of the leather sector, with prizes to win.
- **Motion Design Videos:** Educational tools explaining the valorization of co-products and the stages of hide processing.

CREATIVE AND UNIQUE ACTIVITIES FOR ALL AGES

This year, the popular workshop **"Craft Your Leather Cow"** will return, led by students from AgroParisTech, members of the AgroSIA association. Visitors, young and old, can leave with a leather cow they've crafted themselves, made from leather stocks provided by French tanners and curriers, along with locally-made laces.

This hands-on activity offers visitors an opportunity to appreciate the material, try their hand at basic leathercraft techniques, and engage in dialogue while discovering the noble qualities and limitless development possibilities of leather.

FOCUSING ON YOUNGER AUDIENCES

The **"VACHEMENT CUIR"** stand invites younger visitors to explore the richness of the leather sector through an interactive memory game. This educational activity allows participants to pair key elements of the industry, such as the animals providing the hides, the artisans' technical skills, and the transformation stages. With each match, visitors uncover a fundamental aspect of this circular economy, where hides—co-products of farming—are transformed into a noble and durable material. This engaging activity raises awareness of the **interdependence of professions** and the **valorisation of natural resources**.

"The focus is on raw materials and upstream professions to emphasize the interdependence of the value chain's actors. This approach aims to strengthen collective awareness: one actor's challenges are challenges for all. The effort also targets broader awareness among the general public and policymakers, highlighting the importance of this sustainable and eco-responsible sector," says Christophe Dehard, President of Alliance France Cuir.

A SECTOR OF EXCELLENCE:

- 12,800 companies
- €25 billion in revenue, including €19 billion in exports
- 133,000 employees
- A global leader in calfskin and exotic leather
- 3rd largest exporter of raw hides and skins
- 3rd largest exporter of leather goods

Since 1948, **Alliance France Cuir** has represented the voice of **21 professional federations**, united by a passion for leather and their commitment to excellence in craftsmanship.

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