

FACTS & NUMBERS

2019

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SHOES



P O R T U
G U E S E
S H O E S

APICCAPS

WHO WE ARE

INTRODUCTION

In the past few decades, Portugal has pursued an upgrading path within the footwear's industry value chain, based on flexibility and responsiveness in the production capacity, in innovation regarding the final product and materials, in the increasing integration of new skills in fashion and design, and in a strong reinforcement in the external promotion, without leaving behind, of course, the renowned excellence on the production. Portugal is nowadays a major reference in the international footwear market due to the sophistication and creativity of its companies, which offer a great variety of solutions to its potential clients, from own brands with high-end fashion products to private label brands, from the classic men shoes to the sportswear for women. A modern industry of footwear equipments and components also complements the

Portuguese footwear cluster, which also includes a diversity of leather goods.

Footwear represents an important role in the Portuguese industrial structure. Footwear production employs approximately 40 000 people, in almost 1 500 companies. The sectors associated with the production of footwear components and leather goods employ over 7 000 people in other 389 companies. In 2018, Portugal produced more than 80 million pairs of shoes, worth approximately 2 billion euros. At international level, Portugal is on a particularly high place regarding the production of leather footwear — the most prestigious and expensive — and is the 6th largest exporter worldwide.

Footwear also contributes extensively to the Portuguese external accounts. In 2018, Portugal exported approximately two billion euros in footwear, which represented 3.4% of the overall national exported goods — a high percentage within the international scenario. The Portuguese footwear industry accomplished an import/export coverage rate of almost 300% with a trade surplus of 1.3 million euros.

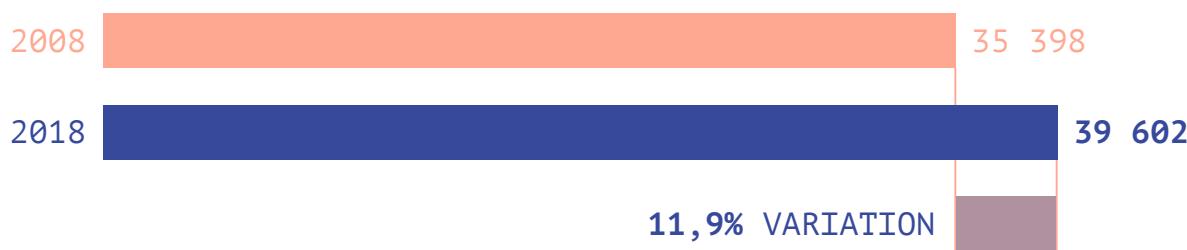
THE PORTUGUESE FOOTWEAR INDUSTRY



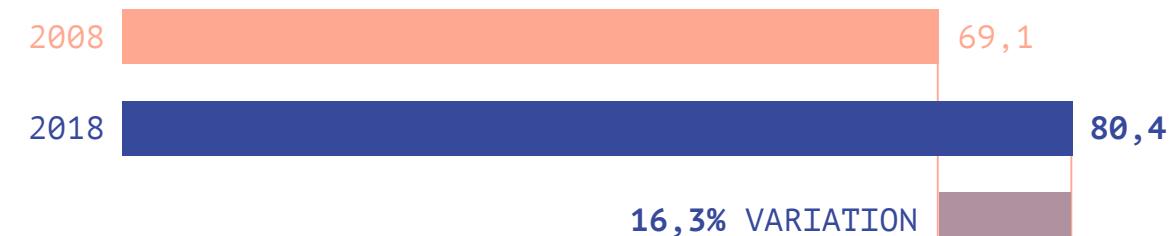
NUMBER OF COMPANIES



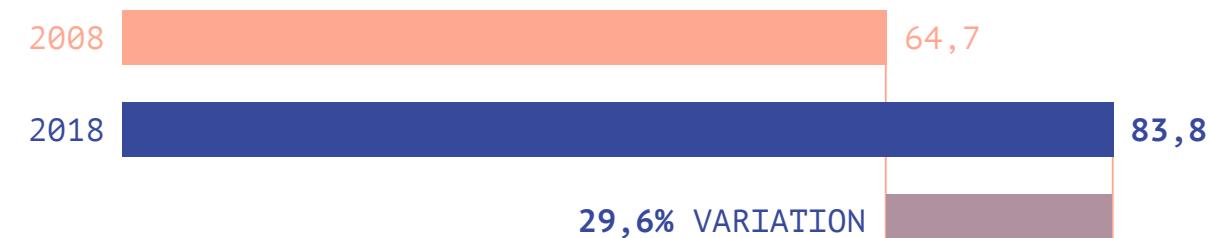
NUMBER OF EMPLOYEES



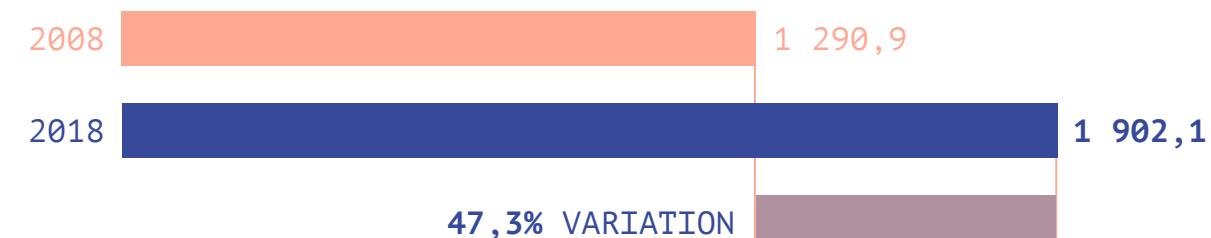
PRODUCTION – MILLION PAIRS



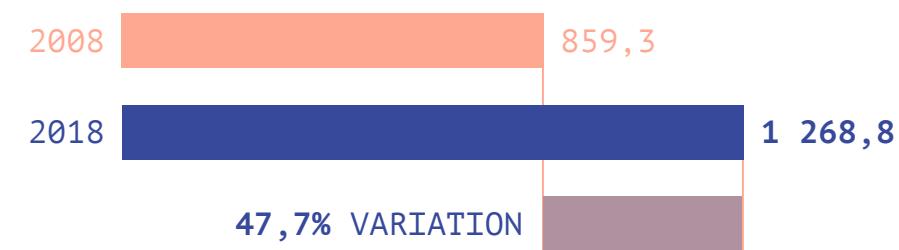
EXPORTS – MILLION PAIRS



EXPORTS – MILLION EUROS



TRADE BALANCE – MILLION EUROS



AN INDUSTRY OPEN TO THE WORLD

We are the Portuguese footwear industry and we have great pride in our origin. Indeed, the representation of the Portuguese culture is a constant in our communication. However, Portugal is too small for our ambition: the world is the stage in which we act. As stated in FOOTure 2020, our strategic plan, "the Portuguese footwear only has a future if the strong exports orientation is maintained".

For reasons of geographical and cultural proximity, and the purchase power of the consumers, the Portuguese footwear exports are mainly targeted to the European markets, where Portugal has substantial market shares: 4.1% in Germany; 4.3% in Spain; 5.1% in France; 6.7% in the Netherlands and 11% in Denmark. However, in the last decade, we gave important steps towards market diversification and our exports increased significantly to markets such as Canada, the USA, Australia, South Korea and China.

Our products can currently be found all over the world: in 2018, we exported directly to 163 countries throughout

the five continents. We exported 84 million pairs of shoes, the highest in the past 15 years. Our 2018 exports value was around the two billion euros, a number close to the historic maximum.

These amount of exports and geographic coverage is only possible due to the Portuguese companies intense commercial effort, which APICCAPS aims to enable through the organization of international promotion programs. In 2018, these programs allowed the participation of more than 200 Portuguese companies in almost 60 fairs and exhibitions throughout 20 countries.

The openness of our industry to the world isn't just a commercial strategy. For the continuity of the Portuguese footwear as an international reference, we need to permanently study other markets, keep up with the customers' demands, seek the best suppliers in order to provide an adequate and distinctive product to the market segment in which we want to position ourselves and that's only achievable through a close connection to the industry main markets.

MAJOR MARKETS

POSITION	COUNTRIES	MILLION €	VARIATION 08-18
1	FRANCE	395	14,4%
2	GERMANY	351	33,2%
3	NETHERLANDS	269	69,5%
4	SPAIN	176	43,3%
5	UNITED KINGDOM	123	-3,0%
	TOTAL	1 902	47,3%

THE PORTUGUESE FOOTWEAR CLUSTER

In addition to footwear manufacturers, the Portuguese Footwear Cluster includes very competitive producers of components and leather goods.

The Cluster is especially dynamic and the process of innovation

is constantly present.

The challenge includes conciliating tradition and know-how accumulated over several generations with state of the art technologies

COMPANIES

	2008	2018	VARIATION %
FOOTWEAR	1 407	1 476	5%
LEATHER GOODS	162	120	-26%
COMPONENTS	267	269	1%
TOTAL	1 836	1 865	2%

EMPLOYMENT

	2008	2018	VARIATION %
FOOTWEAR	35 398	39 602	12%
LEATHER GOODS	1 267	1 871	48%
COMPONENTS	4 090	5 514	35%
TOTAL	40 755	46 987	15%



A GROUNDBREAKING INDUSTRY

The continuous search for better solutions to fulfill the customers' demands is the foundation of the Portuguese footwear success. Flexibility and quick response capability are the tones that define our innovation efforts: the Portuguese industry distinguishes itself from its competitors by the responsiveness to the demands, even if small, without ever jeopardizing the quality of production. This is only possible thanks to the adoption of advanced technological solutions and production processes.

The Portuguese Footwear Technological Centre (CTCP) has a key role in this constant innovation and renewal effort. CTCP has taken on the responsibility of creating partnerships between footwear companies, technology suppliers and institutions from the technological and scientific system to develop ambitious innovation projects. This ability to work in a network has allowed the Portuguese footwear to show an innovation potential which is unusual for an industry mainly made of small and medium-sized enterprises.

A significant result of these efforts in the past decades was the development of a Portuguese technology for cutting

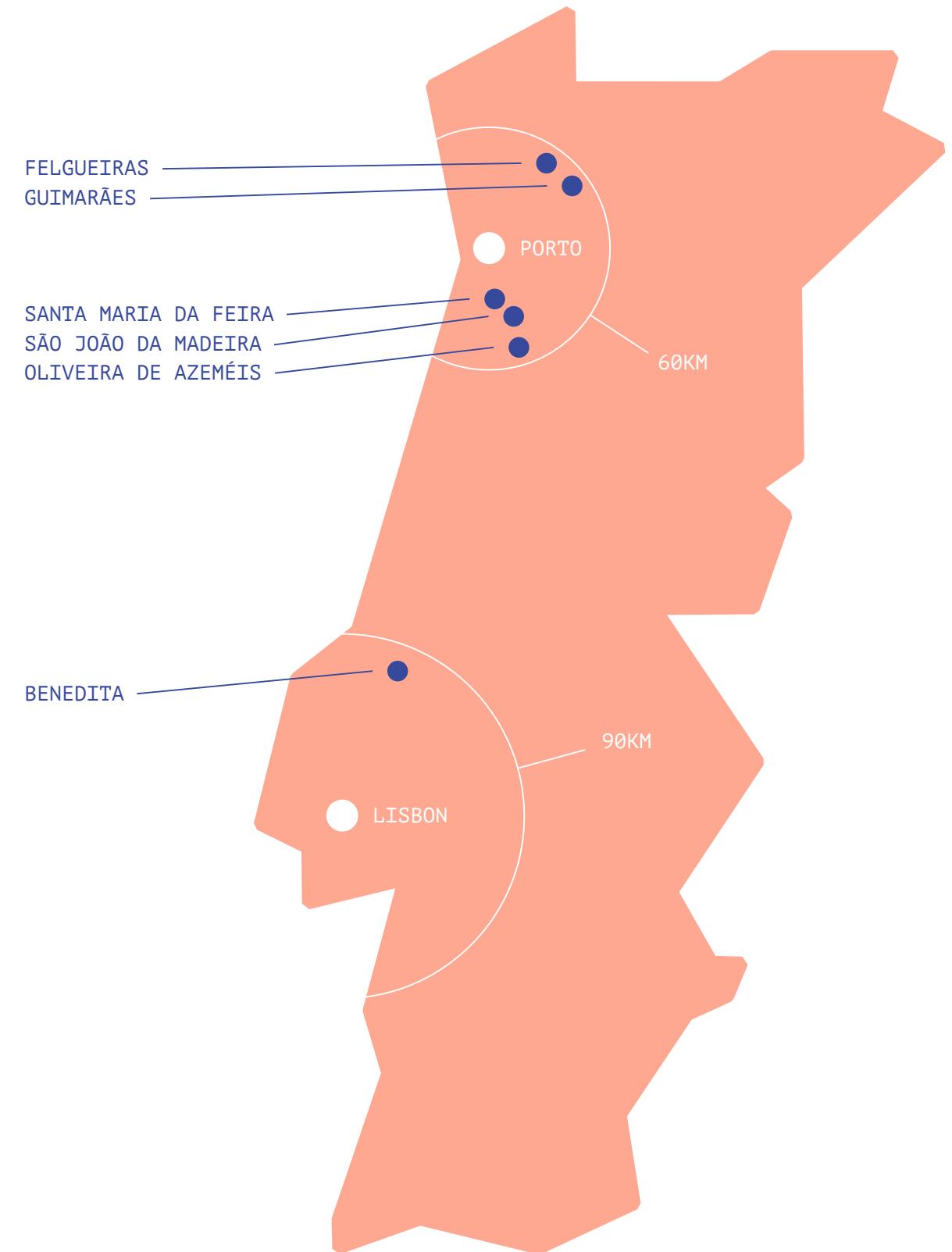
leather with a water jet. This technology was essential for the production flexibility without compromising price. Nowadays, the industry created a road map for the 4.0 industry — FOOTure 4.0 —, which aims to promote and mainstream the new technological solutions within the Footwear Cluster. The aim is to take advantage of the information and communication technologies and their potential to obtain gains in terms of smart production, innovation in customer experience and human resources training. This road map involves a network of 50 partners and has foreseen investments of approximately 49 million euros.



A FOUNDATION FOR THE PORTUGUESE ECONOMY

Despite the importance for the general Portuguese economy, the footwear industry is particularly relevant in the north of the country, where the majority of the companies are based. The industry has two major production centers: one in Felgueiras and Guimarães; and the other one in Santa Maria da Feira, São João da Madeira and Oliveira de Azeméis. Both hubs are approximately at 50/60 kilometers from Porto, the main city in northern Portugal and, therefore, have good accessibilities, namely to the port and the airport. A third industrial center is located at Benedita, at 90 kilometers from Lisbon, but it has a smaller expression.

In the northern region, 12% of the jobs and 6.8% of the business volume within the manufacturing industry are from the footwear sector and for the Portuguese economy as a whole these are, respectively, 6,7% and 2,8%. The footwear industry is, therefore, one of the main economic foundations of the northern Portugal.





WHAT WE HAVE TO OFFER

SMALL SERIES · FLEXIBILITY · QUICK RESPONSE · WORLD TECHNOLOGY LEADER · INNOVATION · DESIGN · QUALITY · SMALL SERIES · FLEXIBILITY · QUICK RESPONSE · WORLD TECHNOLOGY LEADER · INNOVATION · DESIGN · QUALITY · SMALL SERIES · FLEXIBILITY · QUICK RESPONSE · WORLD TECHNOLOGY LEADER · INNOVATION · DESIGN · QUALITY · SMALL SERIES · FLEXIBILITY

TYPE OF PRODUCTS



men's shoes



women's shoes



children's shoes



leather goods



professional footwear

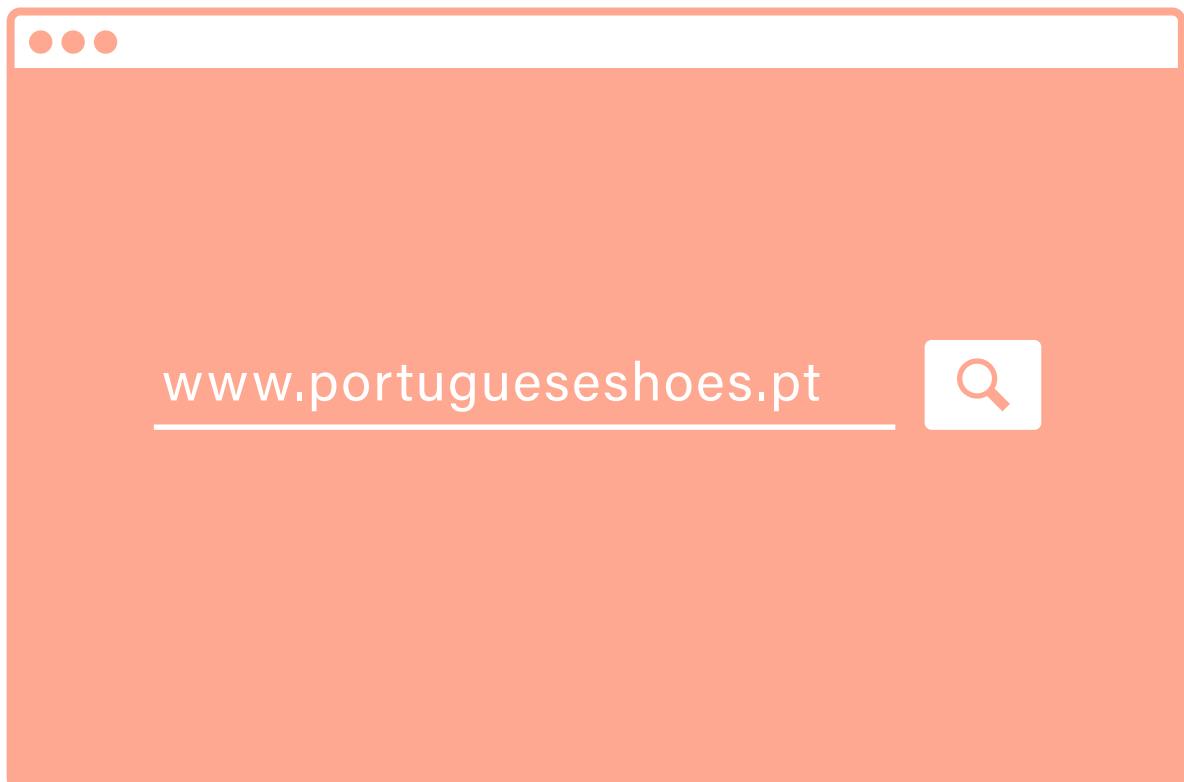


environment friendly shoes



footwear components

WHERE TO FIND US



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- www.instagram.com/portugesesoul
- www.facebook.com/portugueseshoes
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CREDITS

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