

GUIDE TO SURVIVE THE PANDEMIC



PORTU
GUESE
SHOES
APICCAPS

Let's be clear: 2020 has been a pretty challenging year. Getting through it was a huge task.

But like many say, the secret is to never give up. And that's exactly what we did.

Even in the darkest of times, the Portuguese Footwear Industry kept on going.

After all that happened, we never stopped delivering high quality, beautifully crafted shoes all over the World, and without forgetting our values.

We will always be open for business, delivering flexible solutions, just in time!

That's why our industry keeps on growing and nothing is going to stop us.



FLEXIBILITY AND QUICK RESPONSE

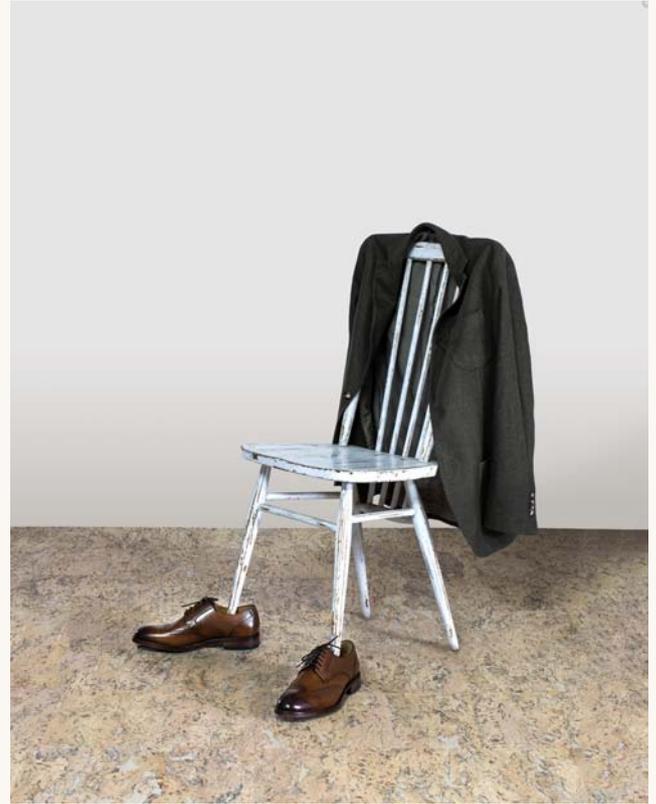
Amid the COVID-19 pandemic, and being uncertainty the worst enemy for business management, the ability to respond flexibly to the market's demands will be crucial.

Quick response, namely to small orders, is an important business card of the Portuguese footwear companies.



• COMMITMENT





Word. Word of honour.
Portuguese footwear
companies are internationally
known for delivering
solutions.
Respecting commitments
is one of our country's
greatest abilities.

• BUSINESS

RELIABILITY

Portuguese footwear industry exports more than 95% of its production to 163 countries, in five continents. Business reliability is decisive for maintaining the activity.





• LOCAL

PRODUCTION

At a time when the topic of sustainability is a top priority in the international agenda, the Portuguese footwear companies are able to ensure an integrated response, based on local production of excellence. In Portugal, there are more than 1.300 footwear companies responsible for almost 40.000 employees. Portugal is not only a reliable partner but also complies with all international standards.



• CLUSTER

There is a footwear cluster in Portugal, located mainly in the north, within a radius of 50km from Porto, the second-largest city in the country.

If the footwear and leather goods companies are very much capable of standing out internationally, the same can be said of all other sectors of the industry. From components to tanneries, there are companies of excellence, able to ensure an integrated response, allowing Portugal to become a distinguished player in foreign markets.



HUMAN

RESOURCES

In times of exception, it is difficult not to think about the consequences of the pandemic on the lives of thousands of workers and their families. In Portugal, the priority is to ensure hygiene and safety precautions are in place within companies. Only in this way is it possible to motivate workers and find the best solutions to keep going with a normal activity.

• CREATIVITY NURSERY

In the last decade, more than 200 footwear brands were created in Portugal. Also, thousands of brands chose Portugal for the development of their collections. Our country is truly a breeding ground for creativity. Welcoming international projects and creating conditions for the emergence of new products has proved to be the solution for the future.





• PRIVILEGED LOCATION

Portugal has a privileged geographical location. Be it by air, land or sea, our footwear can reach central Europe in a few hours.

• ADJUSTABLE PROMOTION



Under normal circumstances, this year, more than 180 footwear companies would have participated in five dozen international fairs.

External promotion is a priority for the Portuguese companies that export most of their production. Participating in international fairs allows them to test their collections, get to know different markets or establish connections with potential new clients. But companies have other tools available.



• PORTUGUESE

SHOES GOES

ONLINE

Do you already know the Portuguese Shoes Portal (www.portugueseshoes.pt)?

There you can find information on hundreds of companies and their products. Maybe your new business partner is awaiting you there.

• SUPPORT BASE

The footwear and leather goods sector in Portugal is supported by several institutions. In addition to the association, APICCAPS (www.apiccaps.pt), the Portuguese industry benefits from a modern research and development institute, Centro Tecnológico do Calçado de Portugal (www.ctcp.pt), and a Professional Training Center from Footwear Industry (www.cfpic.pt). Altogether, they provide the necessary tools to ensure all technical support is available for Portuguese footwear companies to succeed.

**So keep on dreaming.
We'll make it come true.**



www.portugueseshoes.pt



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COMPETE
2020

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2020

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