



TPSA | CANADA-INDONESIA TRADE AND
PRIVATE SECTOR ASSISTANCE PROJECT

Regional Discussion : “Trends and Opportunities of Footwear in Canada”



13th October 2016
Betty W. Nurbaeti

GENERAL INFORMATION

CANADA



ezeego



General Information ezeego

'The Land of diversity' : Few countries in the world offer as many choices to the world traveler as Canada. Whether your passion is skiing, sailing, museum-combing or indulging in exceptional cuisine, Canada has it all.



General Information

ezeego

Climate In Vancouver

TEMP	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MAX	5	7	10	14	18	21	23	23	18	14	9	6
MIN	0	1	3	4	8	11	12	12	9	7	4	2

Climate In Toronto

TEMP	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MAX	-1	-1	3	10	17	23	26	25	21	13	6	1
MIN	-9	-9	-5	1	7	12	15	14	11	4	-1	-6

Time Difference :

From GMT minus 05 hours 00 minutes



Currency – CANADIAN DOLLAR (CAD)



EXECUTIVE SUMMARY

The objective of this presentation is to assess the strategic positioning of the Indonesian Footwear Manufacturing Industry in the Canada market and to determine a strategy and action plan to enhance the competitiveness of exports from the sector.

Footwear is an active product in international markets. Indonesia has an advantage in Canadian trade.

According to the World Footwear Yearbook in 2015 Indonesia was the 5th largest footwear manufacturer, with 724 million pairs made in the Asian country (representing 3.0% in the worldwide production).



Methodology

The information presented in this report was obtained from primary and secondary research.

- Primary research entailed on-site examination in Ottawa and Toronto of footwear products in retail stores such as : :WallMart, DSW, Payless, Nordstrom, Foot Locker, Kohl's, Sketchers, Target, Sears, Vince Camuto etc) and consultations with footwear industry observers and executives.
- Secondary research involved canvassing information from financial, marketing, and trade publications, company literature, and independent research reports, plus reviews of websites,



Camuto Group



VINCE CAMUTO

WHOLESALE

Vince Camuto

Two by Vince Camuto

Imagine Vince Camuto

Louise et Cie

ED Ellen Degeneres

Jessica Simpson

BCBGMAXAZRIA

BCBGENERATION

Lucky Brand

Sanctuary

Chaus

1.State

CeCe

Cynthia Steffe

SOURCING

Tory Burch

AllSaints

J. Crew

Madewell

Saks Fifth Avenue

Lord & Taylor

Ann Taylor

Kurt Geiger

Arturo Chiang

Gianni Bini

GB Girls

GB Gianni Bini

Antonio Melani

Nurture

Alex Marie

Michelle D

I.N.C. International

Concepts



<http://www.camutogroup.com>

The Indeka Group

A Canadian Pioneer and Global Leader in Branded Footwear
Distribution Management Since 1972

Brand



AEROSOLES.



GUESS



Børn



IVANKA TRUMP

indigo rd.



PROSPECTOR
PROFESSIONAL



www.indeka.com

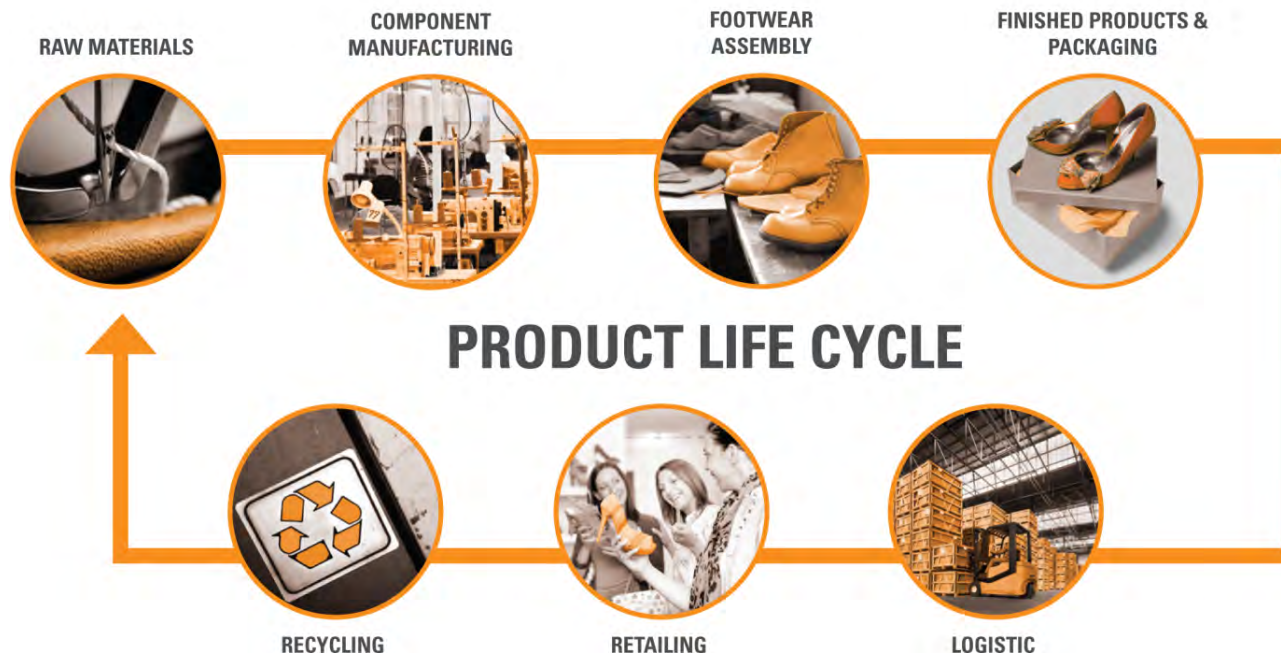
Do-Good Marketing

Research suggests that most successful product strategies will offer consumers not just a single functional benefit, but also higher-level emotional benefits which can be delivered effectively through cause marketing.



SUPPLY CHAIN IN FOOTWEAR

WALKING TOWARDS A **SUSTAINABLE** FUTURE





CONSUMER MARKET IN CANADA

- ❑ COMFORT
- ❑ DURABILITY
- ❑ STYLE
- ❑ PRICE
- ❑ BRAND



S

STRENGTHS



- Abundant labor & raw materials
- Sufficient production capacity
- Strong commitment
- Original brand subcontract manufacturing.

W

WEAKNESS



- Lack of communication
- Lack of technology and production process
- Lack of QC standards (ISO, Bco labeling)
- Limited R&D
- Small skilled labor.
- Lack of shoelast knowledge/master
- Insufficient financing
- Poor export knowledge and sales channels.



- Canadian Government is committed to help/consult through CBOC/TPSA
- Foreign investors are seeking local partners. The United Nations Industrial Development Organisation (Unido) has announced a new country programme for Indonesia. It will run in the period 2016-2020

OPPORTUNITIES

O

- Increasing energy costs
- Global growth remains weak for the remainder of 2016
- High cost of imported materials.
- Competing with China, Hongkong, Vietnam, Thailand (Asia) and Italy, Belgium, Germany, Netherland and Spain (Europe)
- Lack of domestic shoelast and pattern master



THREATS

T

KEY NOTE

Talking Points

- ❑ Diversity
- ❑ Sustainability
- ❑ Compliance
- ❑ Fair Trade

10 Rules of Export

- ❑ Respond
- ❑ Patience
- ❑ Commit
- ❑ TQC
- ❑ JIT



USE THE OPPORTUNITY TO SELLING TO CANADA and ELSEWHERE.....

The “athleisure” trend that has taken over many of the apparel categories in 2015 has also had an important impact on footwear. In apparel, “athleisure”-inspired apparel that performed particularly well included items such as hoodies, sweatpants, and yoga pants, while in footwear, leather-based dress shoes for men and heels for women gave way to trainers, sneakers, sport sandals, and hiking boots.





Thank You!

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