

Company: Top Torch

Booth Number: 92208—Indonesian Pavilion



PT. TOP TORCH INTERNATIONAL

TOP TORCH

OWNERSHIP/ATTENDING:
Shen Jui Liang (Director),
Nia Lieyuniati (Marketing
Manager)

YEAR ESTABLISHED:
1998

CERTIFICATION:
ISO 9001

MAIN PRODUCT CATEGORY:
Women's leather shoes, boots
and sandals. Cement, Strobel,
Moccasin, and Stitch and Turn
constructions

SPECIALIZATION:
Unique hard to find
constructions for ballerinas
and sneakers

PRODUCTION CAPACITY:
800 pr. per day

**CURRENT INTERNATIONAL BUYERS/
EXPORT DESTINATIONS:**
EU, Japan, France

INITIAL MINIMUM ORDER:
1,800 pr.

**MINIMUM PRODUCTION
REQUIREMENT:**
1,800 pr. color/style

Local contact:
Trade Facilitation Office
Canada, Phil Zwibel
1-416-828-0877
At MAGIC: 215-459-5084
phil.zwibel@tfoCanada.ca



This factory was established to export and has long, enduring, and mutually successful relationships with buyers in Japan and the EU. They are looking for the same in the US and Canada.

Attending Footwear Sourcing at Magic for the second time

ADDRESS:
Jl. Cibolerang No. 85, Bandung 40225, Indonesia

WEBSITE:
www.toptorch.com

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LOOKING FOR:
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COMPANY CONTACT:
62-22-5430666
toptorchmarketing@gmail.com

Growing up in Taiwan, Shen Jui worked in his father's shoe factory throughout his life. So, it was only natural that he started his own shoe factory once he settled in Indonesia. Indonesia is perennially among the top 4 footwear exporters in the world. Nevertheless, Top Torch did not build their business by contracting with global brands as most of their compatriots did. Instead, their focus was on flexibility; their scale of production makes them a great laboratory for new development.

Top Torch invested in growth by seeking a variety of buyers and export destinations. It was not the easiest path to take. But, by taking that road less travelled they established long-term mutually beneficial relationships with different types of buyers in different countries around the world. If a buyer wanted stitch and turn construction shoes, Top Torch developed the necessary technology and expertise. If a buyer wanted Strobel construction espadrilles, Top Torch met that requirement.

Based in Indonesia, with a local market of over 255 million people, Top Torch also markets domestically. Their shoes are sold in the best department stores in the country. With long-established and ongoing relationships in the EU and Japan, Top Torch is approaching the North American market through the support of the Trade Facilitation Office Canada.

