
Brazil's Most Important Shoe Fair Hopes to Sell More Overseas

Contributed by Marina Sarruf
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Franca, Latin America's largest shoe fair, due to start next Tuesday, July 10, in the southeastern Brazilian state of São Paulo, will bring together more than 1,000 exhibitors and should attract buyers from over 100 different countries.

The organizers of the 39th International Shoes, Fashion Accessories, Machines and Components Fair (Franca) have contacted approximately 10,000 importers from more than 100 different countries.

The fair will happen in an area of 70,000 square meters at the Anhembi Exhibition Pavilion, and the organizers are expecting over 60,000 visitors.

According to information from the fair's website, during the second half of the year, the activities of the Brazilian shoe industry usually increase by 30% to 40% in comparison with the first half.

The event will see the launch of spring/summer collections, which will be available at Brazilian stores for eight to nine consecutive months.

The coming of importers should also increase foreign sales in the sector, which have yielded US\$ 767.5 million from January until May this year, over US\$ 761.2 million for the same period last year. In terms of volume, 77.9 million pairs of shoes were shipped, a 6% decrease compared with the first five months of 2006.

The 25 largest importers of Brazilian shoes include the United Arab Emirates, which imported US\$ 4.13 million from January until May this year. That total amounts to 365,000 pairs shipped.

The three largest buyers of shoes from Brazil were the United States, the United Kingdom, and Argentina, which together imported the equivalent of US\$ 441.69 million in the first five months this year.

During the four days of the fair, visitors will get to know spaces such as the Franca Top Fashion, which brings together renowned national shoe and fashion apparel brands. Another space is the National Design, which features handmade shoes by Brazilian designers. In addition to shoes, the Franca also features several costume jewelry brands.

Franca is Latin America's largest fair for fashion and business in the shoe sector. During the fair, business roundtables

will be held as a part of the National Buyer Project, organized by the Brazilian Footwear - Export Promotion Programme, developed by the Brazilian Association of Shoe Manufacturers (Abicalçados) in partnership with the Brazilian Export and Investment Promotion Agency (Apex).

Service

39th Franca

Date: July 10th to 13th

Time: from 10:00 am to 08:00 pm (on the 13th, from 10:00 am to 05:00 pm)

Site: Anhembi Exhibition Pavilion - São Paulo

Telephone: (+55 11) 6226-3100

Site: www.feirafranca.com.br

Anba