

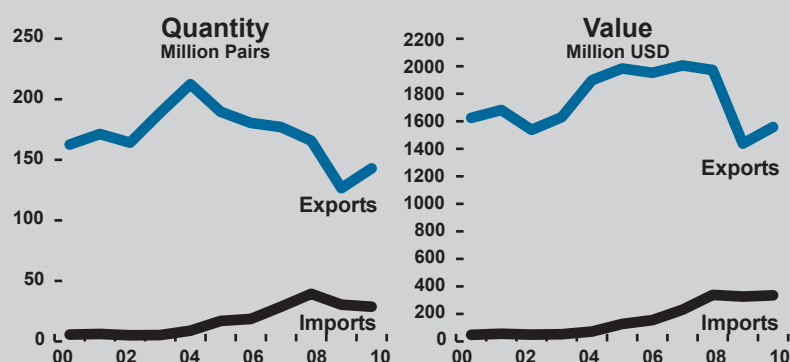
Location and main indicators

Capital	Brasília
Language	Portuguese
Area	8 514 880 km ²
Population	193 million
GDP per capita	10 816 USD
GDP 2010	2 090 billion USD
ΔGDP 2010	+7.5%
ΔGDP last 5 years	+23.9%
Currency	Real (BRL)



Footwear industry

2010	Value		Quantity		Prices
	Million USD	World Rank	Million Pairs	World Rank	USD
Exports	1 487	12	143	9	10.40
Imports	305	39	29	48	10.62
Production	12 340		894	3	13.81
Consumption	11 158		780	4	14.31

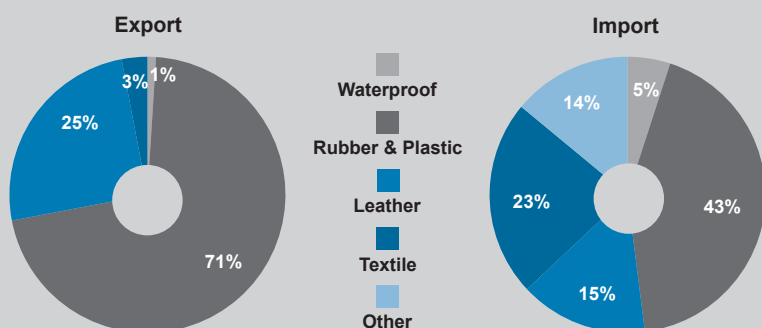


Main trading partners 2010

Export Markets	Million USD	% Value	Million Pairs	% Quantity	Variation (USD Million) Last 5 years
USA	348	23%	29	21%	USA -618 -64%
UK	179	12%	8	5%	Italy +62 +154%
Argentina	167	11%	14	10%	Argentina +55 +48%
Italy	103	7%	5	3%	France +41 +179%
France	64	4%	3	2%	

Import Origins	Million USD	% Value	Million Pairs	% Quantity	Variation (USD Million) Last 5 years
Vietnam	129	42%	7	26%	Vietnam +111 +54%
Indonesia	64	21%	4	13%	Indonesia +58 +952%
China	55	18%	9	33%	China -24 -30%
Malaysia	20	7%	6	19%	Malaysia +20
Italy	8	3%	0	0%	

Types of footwear traded 2010 (quantity)



Recent developments

2010 was a good year for the Brazilian footwear industry which saw production and employment going up by around 10%. The footwear industry employs some 350 thousand people in the country, with Vale dos Sinos, in the Rio Grande do Sul state, and Franca, in São Paulo, being two major production centres. Brazil is also one of the world's top 10 footwear exporters. In 2010 the country interrupted the downward trend that exports had been showing since 2005, with an increase of 13% in terms of volume and 10% in terms of value. However, over the last five years of the past decade the Brazilian industry suffered a severe loss of market share in the USA, with exports falling by more than 600 million dollars, but it has made significant gains in prestigious markets such as Italy and France. Brazil exports mainly rubber and plastic footwear. Despite having a population in the region of 200 million, Brazil is not among the world's top importers.

Sectorial organizations

ABICALÇADOS - Brazilian Shoe Manufacturers Association | www.abicalcados.com.br

Fairs & Events

FIMEC , Novo Hamburgo (Mar) | www.fimec.com.br
 FRANCAL, São Paulo (Jun) | www.feirafrancal.com.br
 Couromoda, São Paulo (Jan) | www.couromoda.com
 Courovisão, Novo Hamburgo(Sep) | www.courovisao.com.br