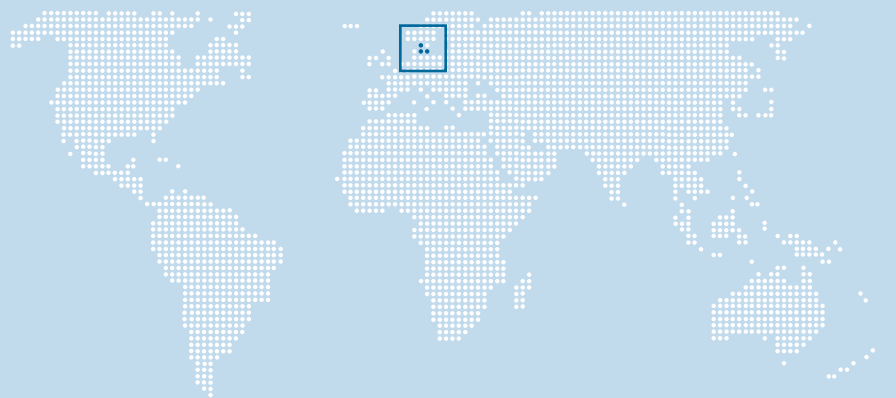


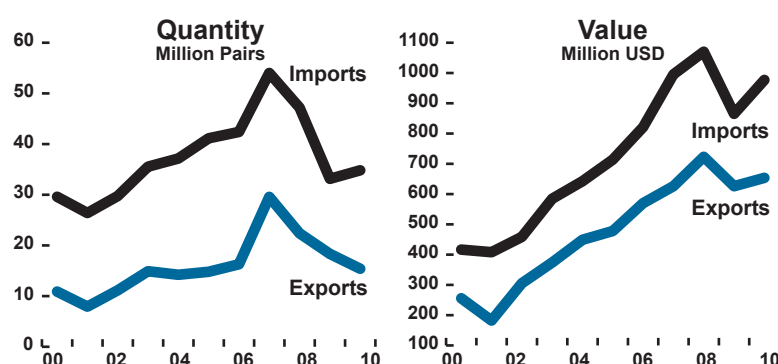
Location and main indicators

Capital	Copenhagen
Language	Danish
Area	43 090 km ²
Population	6 million
GDP per capita	56 147 USD
GDP 2010	311 billion USD
ΔGDP 2010	+2.1%
ΔGDP last 5 years	+0.5%
Currency	Kroner (DKK)



Footwear industry

2010	Value		Quantity		Prices
	Million USD	World Rank	Million Pairs	World Rank	USD
Exports	654	21	15	32	25.03
Imports	977	17	35	40	18.11
Production			10		
Consumption			30		

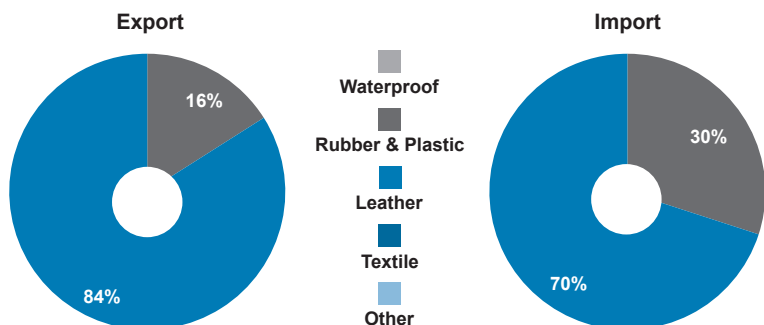


Main trading partners 2010

Export Markets	Million USD	% Value	Million Pairs	% Quantity	Variation (USD Million) Last 5 years	
Germany	198	31%	8	30%	Germany	+93 +89%
Sweden	138	21%	6	22%	Sweden	+63 +84%
Netherlands	70	11%	2	9%	Netherlands	+26 +59%
Norway	57	9%	1	6%		
UK	42	7%	2	8%	USA	-19 -73%

Import Origins	Million USD	% Value	Million Pairs	% Quantity	Variation (USD Million) Last 5 years	
China	182	20%	21	41%	China	+66 +58%
Thailand	104	11%	4	8%	Thailand	+43 +71%
Germany	87	9%	4	8%		
Portugal	72	8%	2	4%		
Sweden	61	7%	2	4%	Germany	+30 +53%

Types of footwear traded 2010 (quantity)



Recent developments

Although there are some Danish footwear brands of international reputation, most of their production is now outsourced in Asia and the country's exports are primarily re-exports. Denmark's trade has only partially recovered from the 2009 losses. Although the volumes exported have increased substantially, depressed prices have hindered export value growth. Denmark's exports are increasingly concentrated in neighbouring countries, especially Germany and Nordic markets. Asian imports are on the rise to the detriment of European suppliers such as Italy and Portugal.

Sectorial organizations

Danish Shoe Retailers Association | www.skohandlerforening.dk

Fairs & Events

CIFF - Copenhagen, Copenhagen (Feb; Aug) | www.ciff.dk
 CPH Vision - Terminal 2, Copenhagen (Feb; Aug) | www.cphvision.dk