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Footwear Exchange

A platform of people from all around the world who make the footwear, leather and allied industry work.

June 2022
Newsletter No 6

the footprint

The Footprint is monthly newsletter brought to you by **Footwear Exchange**

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Bangladesh Footwear Export hit 1 Billion mark



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ওড়ার আগের ৬



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Bangladesh leather sector exports report

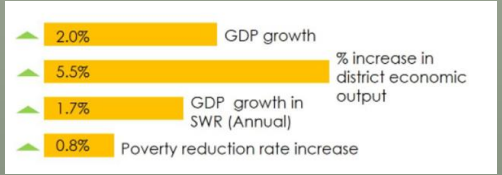
Bangladesh leather sector exports continue positive trend,
1.52 Billion in first 11 months FY 21-22

1.52
BILLION
+16% vs ST
+32% vs LY

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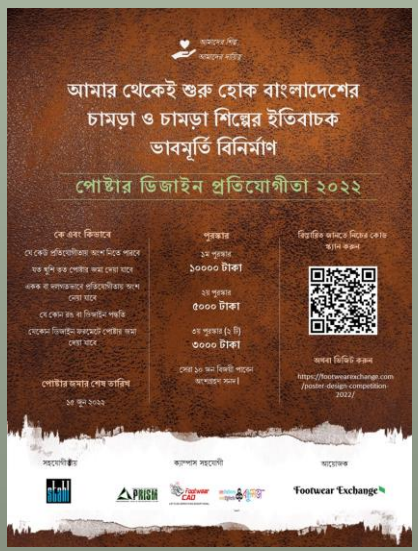
Padma Bridge: New Gateway To Economic Potential





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‘আমাদের শিল্প আমাদের দায়িত্ব’



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Footwear Exchange Aggregated News

India extends deadline for compulsory ISI mark on footwear by a year

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ওড়ার আগের ৬



এটা অস্বীকার করার উপায় নাই যে জুতা শিল্পের রপ্তানীতে একটা সুবাতাস বইছে। বাংলাদেশের রপ্তানীতে জুতা শিল্পের প্রথমবারের মতো ১ বিলিয়ন ডলার ছাড়িয়ে যাওয়া সেই অবস্থাকেই নির্দেশ করে।
একটা টেক-অফের দারপ্রান্তে কি আমরা?

১ যে কোন মূল্যে আপনার দেয়া প্রতিশ্রুতি রাখতেই হবে

গ্রাহকদের চাহিদা বোঝা, সে অনুসারে ব্যবস্থা গ্রহন, তাদেরকে আপনার ব্যবসা এবং কৌশল সম্পর্কে আস্থায় নেয়া এবং সর্বপরি যে কোন মূল্যে আপনার দেয়া প্রতিশ্রুতি রাখতেই হবে।

২ আপনার অর্থ ব্যবস্থাপনা এবং পরিকাঠামো ঠিক করুন

আর্থিক ব্যবস্থাপনা এবং কর্পোরেট কাঠামো যেকোনো ব্যবসার দুটি মূল দিক এবং আপনার ব্যবসার বৃদ্ধির সাথে সাথে এটি গুরুত্বপূর্ণ হয়ে ওঠে।

৩ আপনার রাজস্ব মডেল আরেকবার বিশ্লেষণ করুন

অনেকসময় ব্যবসার শুরুতে আমাদের আয়-ব্যায় পরিকল্পনা ব্যবসা বৃদ্ধির পর্যায়ে কাজ করে না বা বিশ্লেষণ করতে হয় যাতে আপনার ব্যবসাকে পরবর্তী স্তরে নিয়ে যাওয়া যায়।

৪ অর্থপ্রবাহ নিশ্চিত করুন

আপনার ব্যবসা বাড়ার সাথে সাথে আপনার খরচ বৃদ্ধি পাবে। এছাড়াও নতুন প্রযুক্তি এবং মূলধন সম্পদে বিনিয়োগ করতে আর্থিকভাবে আপনাকে সক্ষম হতে হবে।

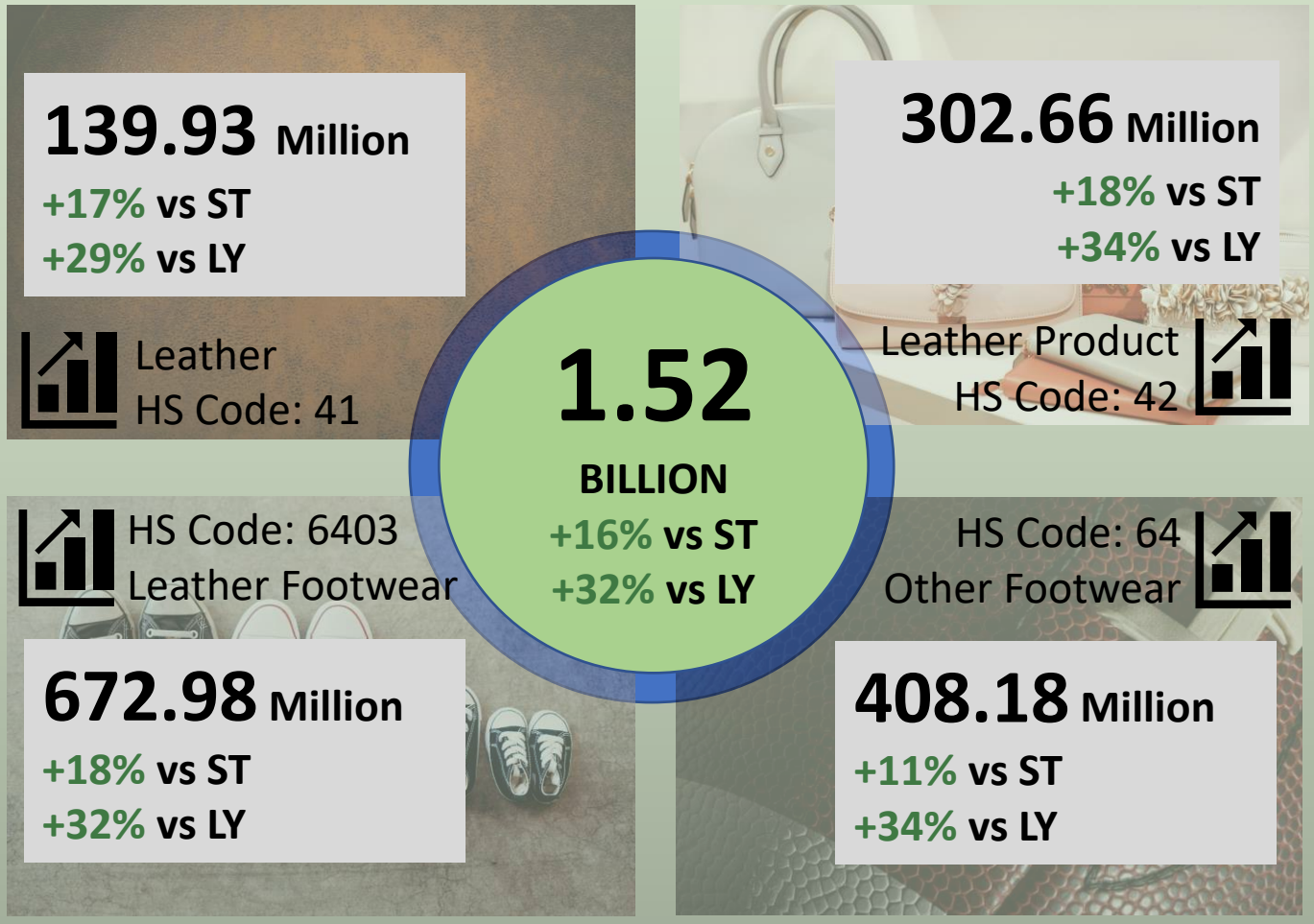
৫ ব্যবসা বৃদ্ধির কৌশল নির্বাচন করুন

আপনি কোথায় বিনিয়োগ করবেন, আপনার স্টাফিং প্ল্যানগুলি কী, আপনি কীভাবে দৈনন্দিন প্রক্রিয়াগুলি পরিচালনা করতে যাচ্ছেন – এসব কিছুই আপনাকে নির্বাচন করতে হবে।

৬ আপনার কর্মীরাই আপনার শক্তি

অনেক ব্যবসার ক্ষেত্রে প্রাথমিকভাবে আপনার যে কর্মী বাহিনী থাকে দীর্ঘমেয়াদে তাদের ব্যবসাকে এগিয়ে নেয়ার দক্ষতা নাও থাকতে পারে। শক্তিশালী নেতৃত্বের গুণাবলী সহ কর্মীদের সন্ধান করুন, শীর্ষ পারফর্মারদের চিহ্নিত করুন এবং তাদের ধরে রাখুন।

Bangladesh leather sector exports continue positive trend, 1.52 Billion in first 11 months FY 2021-22



ST = Strategic Target / LY: Last Year same period

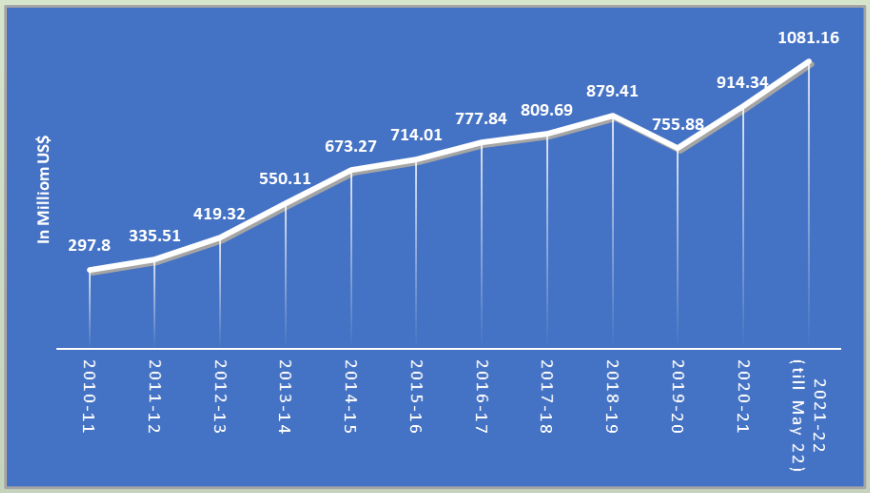
Source:

Export Promotion Bureau, Bangladesh

Export performance (Goods) for FY 2021-22 July-May (Provisional)

Bangladesh Footwear Export hit 1 Billion mark



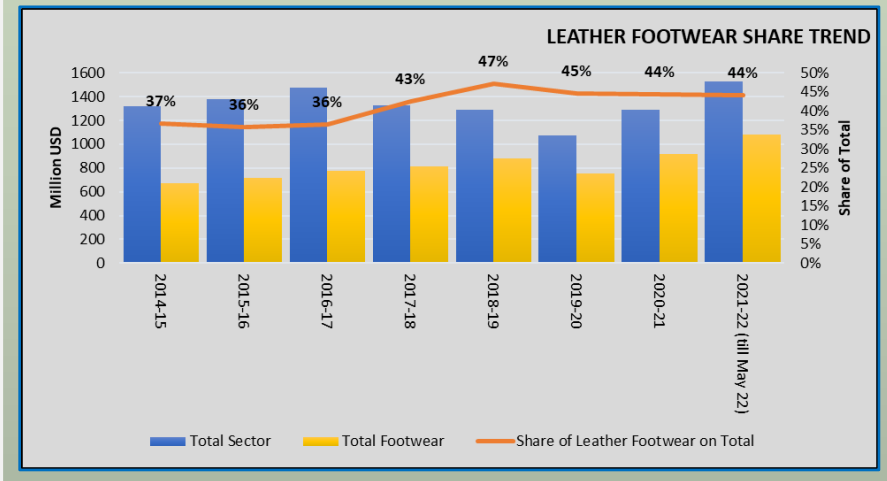


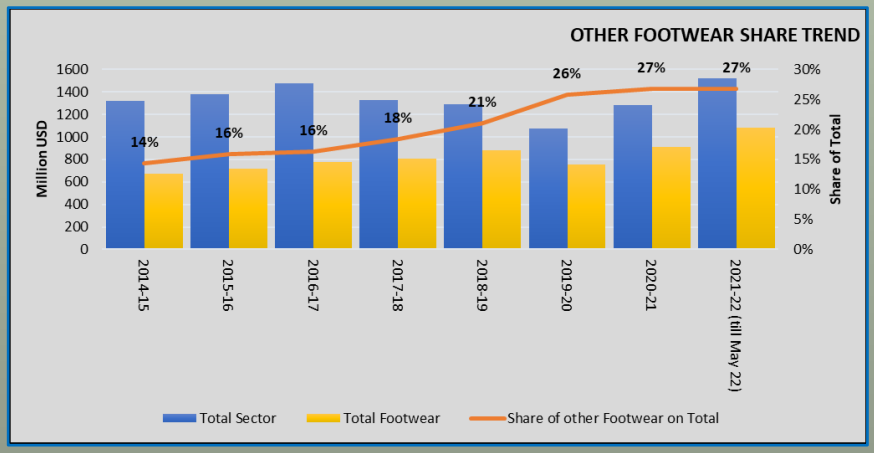
Bangladesh's Footwear exports have scaled new heights for FY 2021-22, injecting fresh impetus into the economy as it shakes off a pandemic-driven slowdown.

Around $99.26 million worth of goods were shipped in May, propelling the overall export earnings to $1081.16 million in 2021-22 till May, according to data published by the Export Promotion Bureau which is 16% more than 1st eleven months strategic target and 32% compared to FY 20-21.

This is record for Bangladesh Footwear Export as it's hit 1 Billion mark for the first time in History.

Out of $1081.16 million, leather footwear (HS Code 6403) bagged maximum share, around 62%, that is $672.98 Million and others footwear (HS Code 64) bagged 38%, worth of $408.2 Million.



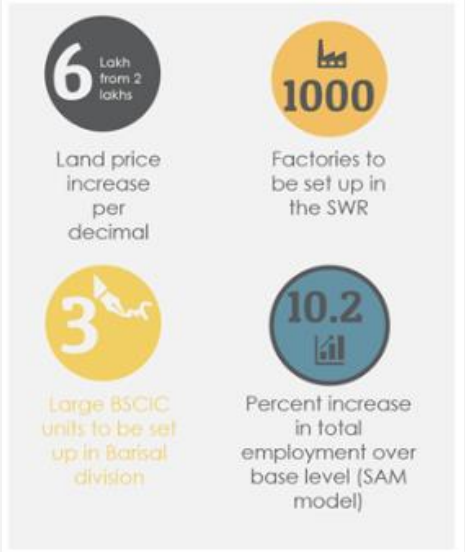


Source:
Export Promotion Bureau, Bangladesh

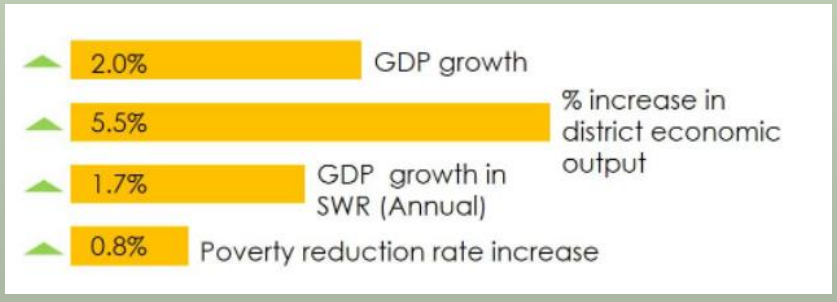
Padma Bridge: New Gateway To Economic Potential



Spurring industrial revolution in 21 districts



Annual national GDP will increase by 0.56pc



Transforming lives of 30m people:

Human development leading to micro-level growth



Source:
The New Nation
The Light Castle Analytics
The Business Standard

India extends deadline for compulsory ISI mark on footwear by a year



The Centre has decided to extend the deadline for implementation of the quality control order on footwear by a year to July 1, 2023, in response to representations made by the domestic footwear industry. The order once implemented will make it compulsory for manufacturers, importers and traders of footwear to obtain Bureau of Indian Standards (BIS) licenses.

Source: The Hindu Business Line

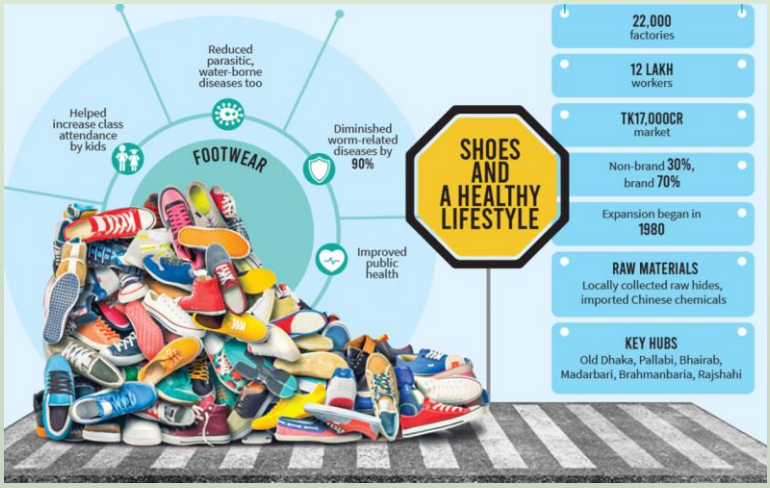
India becomes the first market to have Puma shopping app globally

German sportswear brand Puma has launched its shopping app in India, the first market globally where it will sell merchandise through its own app.

The company said it has renewed its investment in India as a high-priority market with this move. Puma posted a revenue of Rs 2,044 crore in India during the financial year ending December 2021, a 68.2% jump over the previous fiscal. The brand also added 51 stores last year and has a total of 450 stores in the country so far.

Source: The Hindu Business Line

Non-brand shoes transformed rural lifestyle



Even villagers in faraway districts and low-income people are now wearing shoes thanks to affordable and locally made cheap footwear coupled with an increasing health awareness among the masses.

The situation has changed, someone without shoes can hardly be seen on remote rural roads today. People now can afford shoes, not fashionable leather shoes all the time, but at least a pair of sandals or slippers made of rubber or plastic.

Non-branded local shoemakers made this happen over the last few decades, making footwear accessible to all. Rural people are now enjoying the health benefits of shoes, better protection from hookworms and reduced foot injuries from thorns and broken glasses – which once were quite common in villages.

A great achievement

With around 22,000 factories and 12 lakh people involved, the local non-brand footwear industry has achieved a spontaneous growth over the past several decades.

The booming industry has ensured a pair of shoes or at least slippers at a reasonable price for the people living in rural areas, especially for children contributing to the health benefits.

Sector insiders hope the footwear industry, which now accounts for around 30% of the Tk17,000 crore shoe market in the country, would be able to produce quality products in future and earn foreign currencies through export.

Source: The Business Standard

Fortune Shoes eye jute industry

Established in 2012, Fortune Shoes Limited – a local footwear manufacturer for exports – has been manufacturing and exporting a wide variety of shoes for men, women and kids.

According to BJMC, the Barishal-based company has expressed its interest to get a lease of two jute mills in the Khulna zone. It is eager to get the lease of Platinum Jubilee Jute Mills and Doulatpur Jute Mills.

Riaz Uddin Bhuiya, company secretary of Fortune Shoes, told The Business Standard, "In the name of Fortune Shoes, we are taking part in the tender, but if we are awarded the lease, the investment will come under the Fortune Group."

"The group management has decided to invest in the jute sector through a new company. It is not possible to open a new company in a short time. For this reason, the tender has been submitted in the name of Fortune Shoes," he added.

Fortune Shoes owns Premier Footwear, and MJ Industries as sister concerns. It has nine production lines, and its current capacity is 35,500 pairs of shoes per day. In the fiscal 2020-21, its revenue increased by 18% to Tk1440.40 crore, and net profit after tax by 109% to Tk24.55 crore.

Source: The Business Standard

Exporters are paid 40% less for leather products due to lack of compliance

Exporters of leather and leather products have been receiving up to 30–40 % less price from international buyers noted speakers at a webinar on Tuesday (31 May).

"The export of Bangladeshi leather and leather goods is facing a drawback since the Savar Leather Industrial Park does not have a Leather Working Group (LWG) certification," the issue was discussed during a webinar "An Assessment of the Impact of COVID-19 on Tanneries", jointly organised by the Economic Reporters' Forum (ERF), RAPID and The Asia Foundation (TAF).

Source: The Business Standard

APLF to organize special edition in Bangkok

In a press conference, Organizers have announced that the next edition of the APLF trade fair will be held in Dubai, after a successful first edition held in that location this year (30th March-1st April) and following two years with no APLF trade fair taking place. The Dubai event was very "successful", according to organizers, and for that reason a new edition will take place in that location in the Spring of 2023.

On top of that revelation, a new event, APLF Asean, was announced. This will take place in October 2022 in Thailand (Bangkok) and will be more focused on the Asian players.

Source: The World Footwear

Footwear in Russia – a country snapshot

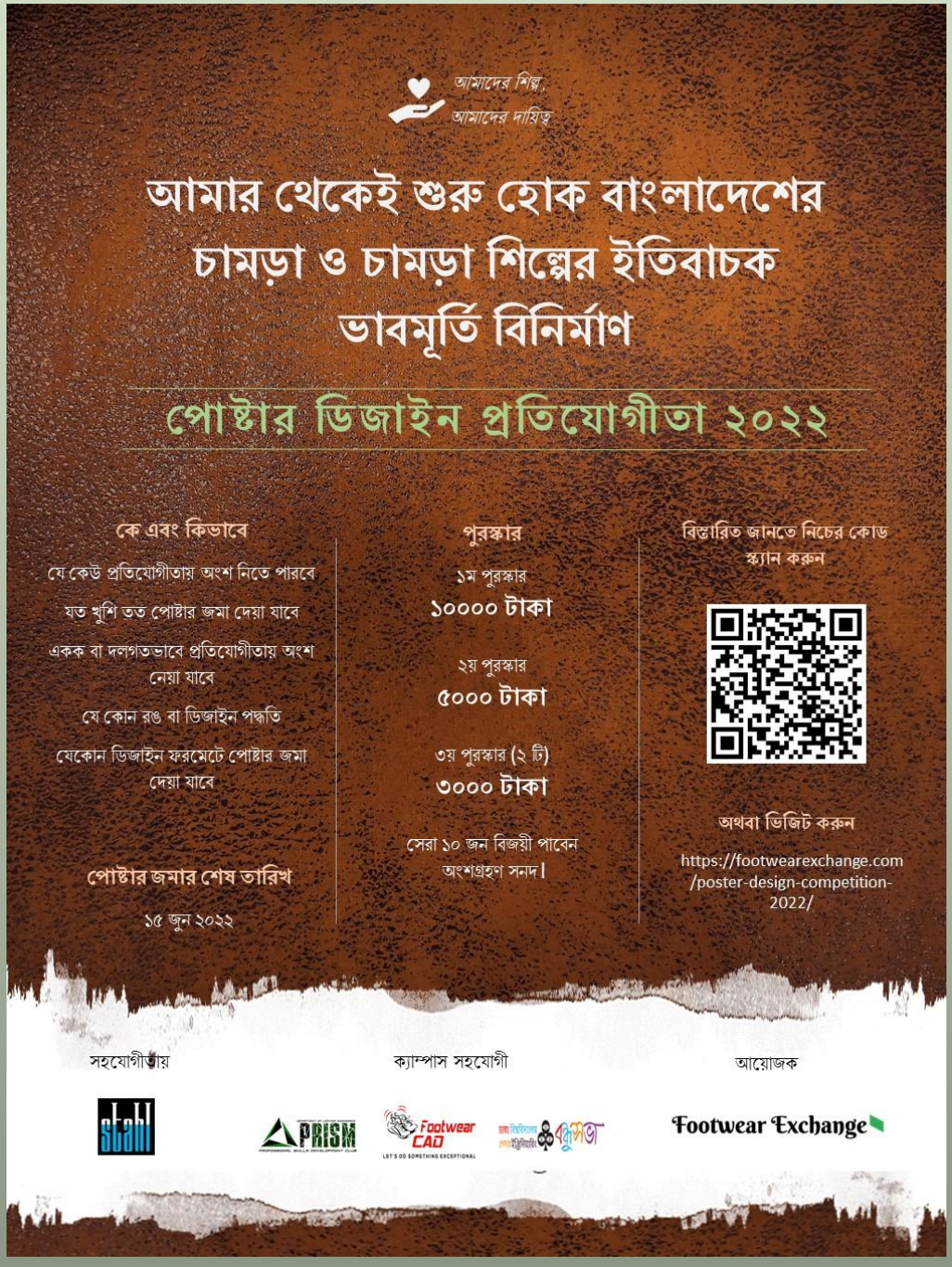


According to the latest data, refering to 2020, consumption of footwear in Russia totaled 324 million pairs, ranking the country as the 10th largest consumer in the world. Footwear production has been declining over the last 5 years and in 2020 it fell below 100 million pairs, placing Russia as the 14th biggest producer in the world, contributing to 0.5% of the world production. Imports represent almost 80% of footwear consumption (in quantity) placing Russia amongst the world's top 15 importers of footwear (in quantity and value).

Source: The World Footwear

আমাদের শিল্প,
আমাদের দায়িত্ব

এই কর্মসূচির মাধ্যমে *Footwear Exchange* বাংলাদেশের চামড়া এবং এই শিল্পের ভালো দিকগুলো তুলে ধরবে যাতে এই পণ্য বা শিল্প সম্পর্কে যে নেতিবাচক প্রচারনা বা ধারনা আছে তা দুর হয়/



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