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PERDAGANGAN
REPUBLIK INDONESIA

MINISTRY OF TRADE

EXPORT *News* INDONESIA

Ditjen PEN/MJL/59/VIII/2017



Stepping
into
the World
Market

LEATHER SHOES



WHAT'S INSIDE

The leather shoes export capability from Indonesia has a growing prospect to meet the needs of world leather shoes, as well as to the main export destination countries, as well as to countries with potential leather shoes export markets.

editor's desk

Dear Precious Readers,

In this edition, we present you one of the potential leather footwear products owned by Indonesia, Leather Shoes. This leather made product which has developed from time to time is considered to be capable enough to reach the international market. Supported by the materials, production, creativity and design, it is believed to be capable of meeting the needs of world fashion consumers.

The increasing need of world footwear products creates the opportunity for the supplier countries to reach the international market, including Indonesia with high supply capability, proved by the development of Indonesian footwear exports, especially leather shoes which doing so well.

Therefore, this information about the development of Indonesia leather shoes market in this edition is intended to provide an overview about the capability of Indonesia footwear products in reaching the International market.

Thank You



Ditjen PEN/MJL/XXVII/08/2017

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HOT ISSUE

LEATHER SHOES

Stepping into
the World Market

Leather shoes produced by Indonesian manufacturers are no less quality when compared with other world producers; they are capable of producing middle to premium class products with various designs. In general, leather shoes products were made by high quality materials, with technology and produced by skilled workers are capable to reach the international market. Shoes with premium quality have been able to launch after collaboration pioneered between government, business and creative support team.

Certainly, as a world shoe manufacturer, Indonesia can be able to compete in the international market.

Like most premium shoes produced by other world-producing countries, Indonesian premium shoes made by a good quality leather, packaged in a paper box packaging which also equipped with cleaning cloth, polish, brush, spare rope and cleaning fluid, it can be aligned with other producers of world's premium quality branded.

In an effort to support the shoe industry, the government has provided a number of policies at boosting export growth. The policy is an effort to stimulate the growth of the industries, including leather and

footwear industries which include the import trade system as raw material for leather industry, the convenience of leather imports from other countries by keep paying attention to the security aspect.

At the end of 2015, the government issued a policy as a manifestation in support of the Small and Medium Industry (IKM) industrialist in order to develop in producing and marketing the products whether in domestic market, regional and international. With this policy, the industrialists were given the relaxation on the provision of Import Export Destination (KITE) which has been applied. One of the relaxations is The removal of liability lays cash security or bank guarantee. As long as an industry is classified into IKM and gets recommendations from related units, they do not have to pay import duties and import taxes on the purchase of raw materials from abroad.

With the enforcement of this policy, it is expected that the industrial sector, especially the footwear will be able to help ease the import of raw materials of leather besides the needs that can be met from local supply.





MARKET REVIEW



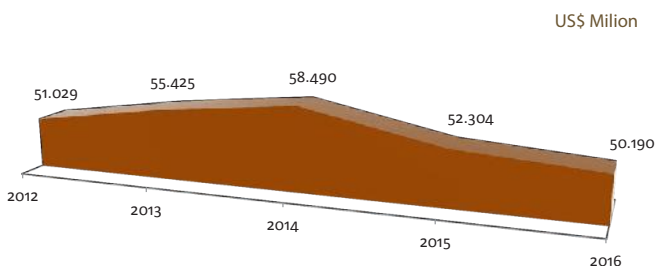
Export Potential of Indonesian Leather Shoes

The imports needs of footwear found a slight decrease in growth during the period 2012-2016 at -1.79%, a slight decrease in growth occurs due to fluctuations in the value of imports during the period 2012-2016. In 2016, the import of world leather footwear which belongs to the HS 6403 category (footwear with outer soles of rubber, plastics, leather or composition leather and upper of ..) was recorded at USD. 50.05 Billion, decreased from the previous year by -7.73% with the value of USD. 54.24 billion. The highest imports during the period occurred in 2014, recorded at USD value. 59.06 billion Increased from 2013 with USD value. 56.48 billion.

The total import value of the world among others is to meet the needs of the top 10 importing countries namely the United States, Germany, France, England, Italy, Hong Kong, Belgium, Netherlands, China and Japan. In 2016 the value of imports of these countries in a row, the United States with a value of USD. 11.62 billion is the largest importer with 23.23% share of the total value of world imports, second place Germany USD. 4.30 billion with a share of 8.59%, France USD. 3.52 billion, United Kingdom USD. 3.18 billion, Italy USD. 2.27 billion, Hong Kong USD. 2.16 billion, Belgium USD. 1.76 billion, Netherlands USD. 1.60, China USD. 1.30 billion and Japan USD. 1.26 billion.

In meeting the needs of world imports, leather footwear supplied by producer countries in 2016 is recorded with a total value of USD exports. 50.19 billion, the value decreased by -4.04% from the previous year with USD value. 52.30 billion.

World Export of Product 6403 Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of.

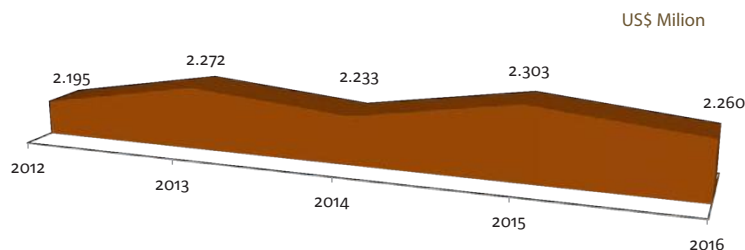


China is the world's supplier of suppliers, in 2016 its exports reached USD. 9.01 billion, decreased by -17.38% from the previous year recorded at USD. 10.91 billion. In the period 2012-2016 China's exports to the world showed a negative trend of -4.27%. The second place is Italy, supplying to the world with a value of USD. 7.58 billion in 2016, also decreased by -1.38%

Unlike China, Indonesia is the fifth largest supplier of leather made footwear this shows that Indonesia export trend for this product showed a positive trend of 0.74% over the period 2012-2016. Indonesian leather footwear exports to the world reached USD. 2.26 billion in 2016, slightly decreased by -1.88% from the previous year with USD value. 2.30 billion. Of the total export destination countries of more than 130 countries, ten of them are the top importers of Indonesian leather footwear, they first is United States, second in Germany, China, Belgium, Britain, Japan, Korea, Dutch, Italian.

Export of Indonesia to the World

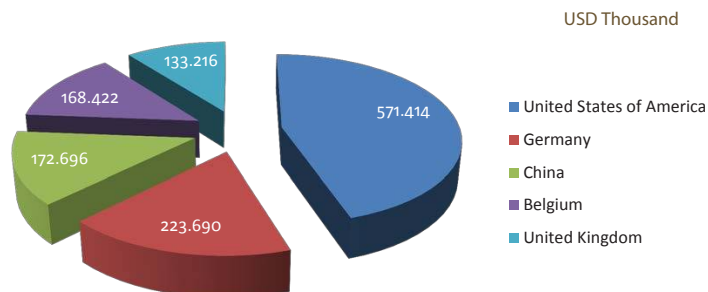
Product: 6403 Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of .



The United States is the top export destination country with a market share of 25.28% by 2016, exports to the country recorded USD. 571.4 million, the value decreased -4.53% from the previous year with USD value. 598.5 million. Unlike Germany, which on the second spot, with a market share of 9.90%, it showed an increase of 12.13% from 2015 to USD. 199.48 million to US \$. 223.69 million in 2016.

Indonesia Leather Shoes Export by Destination

Product: 6403 Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of .



By looking at the data, the leather shoes export capability from Indonesia has a growing prospect to meet the needs of world leather shoes, as well as to the main export destination countries, as well as to countries with potential leather shoes export markets such as Australia, Canada, Poland, Czech Republic, Finland, United Arab Emirates, Saudi Arabia, Peru, Columbia and others.

Moreover on what happened in 2017, where the export of footwear made from Indonesian coolies actually increased, different from the previous year. The increase can be seen from the export of these products in the period of January-April 2017, recorded with the value of USD.775, 44 increased 21.17% of the export value in the same period the previous year with the value of USD. 639.93 million.

INDONESIAN EXPORT OF LEATHER SHOES TO WORLD
JANUARY - APRIL 2017

JAN-APR 2016		JAN-APR 2017			% CHANGE 2017/2016	
TONS	US\$ 000	TONS	US\$ 000	% SHARE	QUANTITY	VALUE
34.319	639.938	40.168	775.441	100,00	17,04	21,17

Source : Processed from Central Bureau of Statistic

Indonesia's leather processing industry has enormous potential, the products produced in this industry sector range from bags, shoes, wallets, jackets, belts and other clothing accessories.

Leather industry center in Indonesia is located in several areas, for example, West Java is famous for the production of Cibaduyut shoes, the result of production in Cibaduyut widely distributed in Indonesia and in overseas markets. Still in West Java, there are also shoes producing areas of Bogor, Tasikmalaya and Garut. Other than being known as a famous skin craft center in the province of West Java, Garut also famous for sheep farming which will certainly produce an abundant source of goat's fur.

In Central Java province, leather production center located in Masin village of Batang regency. For East Java, the leather shoe production center located in Tanggulangin Village, Sidoarjo Regency. Similarly in Yogyakarta, there is a leather craft center as well as a tourist village located in Manding, Bantul regency.

Besides Java, there are also production centers in other provinces, such as in North Sumatra, Lampung, and Riau. In North Sumatra, there are several places of leather shoes industry. Under local government guidance, the shoe industry in this region has been able to conquer the domestic and international markets.

The products offered from this province are also varied both in quality and design, therefore many people also accept the orders from buyers, both local buyers and overseas buyers.



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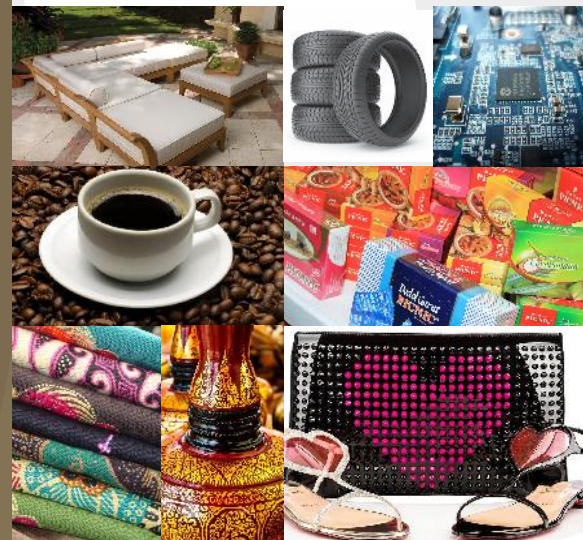
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