

PORTUGUESE SHOES SHOWCASE

EXPANDING INTO THE WORLD'S
LARGEST FASHION MARKET

1-2 DECEMBER 2026,
NEW YORK

PORTU
GUESE
SHOES
APICCAPS



The US market

Population	342 million
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Capital	Area (km²)	Language	Currency
Washington	9,831,510	English	United States dollar

GDP per capita	GDP 2025	△ GDP 2025	△ GDP over the last 5 years
USD 89,991	USD 30,767 billion	2,1%	17,60%

Source: World Footwear,
2026



The US market

The footwear industry

	Value		Quantity		Average Price
	USD million	World ranking	Million pairs	World ranking	USD
Exports	951	21	56	19	\$17.02
Imports	26,914	1	1,986	1	\$13.55
Production			20	46	
Consumption			1,950	3	

Source: World Footwear,
2026



The US market

The footwear industry

Import markets	USD million	Value share	Million pairs	Volume share
Vietnam	9,774	36%	562.1	28%
China	6,978	26%	948.3	48%
Indonesia	3,059	11%	192.3	10%
Italy	2,018	7%	19.2	1%
Cambodia	1,397	5%	106.2	5%

Source: World Footwear,
2026

Change over the last 5 years		%	USD million
+	Vietnam	46%	3,080
+	Indonesia	114%	1,627
+	Cambodia	169%	878
+	Italy	48%	655
-	China	-23%	-2,072

**In 2025, Portugal exported
1.8 million pairs to the US, worth
€84 million**

What is the Portuguese Shoes Showcase New York?

AN INTEGRATED PROGRAMME
COMBINING:

- Showcase featuring Portuguese brands
- Public relations
- Outreach to the trade press
- Organisation of B2B meetings
- Tailored mentoring
- Business development

**More than an exhibition.
It is a US market-entry
programme.**

Why Portugal?

Europe's 2nd largest footwear producer

Trusted manufacturing partner for many of the world's leading international brands

95% of production exported to over 170 countries

World-Class Manufacturing

- Premium quality craftsmanship
- Flexible production with short lead times
- Skilled workforce and advanced manufacturing capabilities

Innovation & Sustainability

- One of Europe's most innovative footwear clusters
- Leader in sustainable materials and circular manufacturing
- Continuous investment in technology and R&D

A Reliable Business Partner

- Integrated supply chain
- Strategic location for European and global markets
- Long-term partnerships built on quality, reliability and service

Why the United States?

- The world's largest fashion consumer market.
- Consumers with high purchasing power.
- Growing interest in high-quality, sustainable European brands.
- Export market diversification.

The US is a strategic opportunity for Portuguese brands seeking international growth.

Why New York?

- Many leading US buyers attend during FFANY.
- Retailers, department stores, premium boutiques and distributors.
- An ideal setting for networking and business development.
- A time when buyers are looking for new collections and suppliers.

The mentoring programme

Each company will receive one-to-one support.

Includes:

- Positioning for the US market
- Identifying the most suitable distribution channels
- Preparing the sales pitch
- Selecting the buyers to approach
- Follow-up after the event

Portuguese Shoes Showcase New York



**The objective is simple:
Maximise business
opportunities**





BUSINESS DEVELOPMENT

A specialised firm will provide support with:

- identifying relevant buyers;
- arranging meetings;
- creating a tailored agenda;
- introductions to agents, distributors and retailers;
- post-event follow-up support.

PUBLIC RELATIONS

A specialist US agency will be appointed to:

- Promote the Portuguese Shoes Showcase
- Publicise the Portuguese brands;
- Coordinate media relations;
- Generate exposure before and during the event;
- Increase visibility among buyers.

Space Showcase NY



IDEAL GLASS, NEW YORK



Image generated by artificial intelligence
ChatGPT (OpenAI)



Parallel Events (Cocktail Reception)





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SHOWCASE

THE SHOES MUST GO ON

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NEW YORK



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