

## FAIRS/ FRANCAL 2010

# Brazil put wings on its feet

Quality at competitive prices, presence at fairs worldwide and strong distribution networks are what companies present at Brazil's biggest shoe fair (5th - 8th July in Sao Paulo) are focusing on. A booming sector with an expected 14% growth in exports and a high interest in America, Europe and Middle East

INTERVIEW/ MILTON CARDOSO, PRESIDENT OF ABICALÇADOS AND VULCABRAS/ AZALEIA



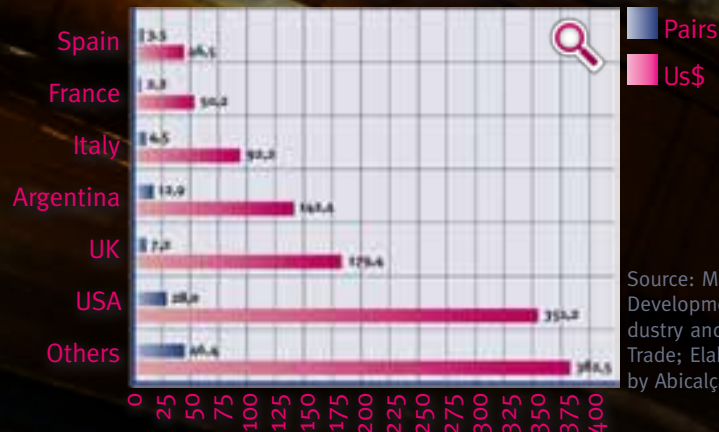
*“Working towards a no duty future”*

- We expect export growth of 14% in 2010
- We are working towards an agreement with European producers for zero duties on imports and exports between our countries
- We have a good relationship with Italy and are looking forward to working on numerous joint projects

[ABICALCADOS.COM.BR](http://ABICALCADOS.COM.BR) ➔

[VULCABRAS.COM.BR](http://VULCABRAS.COM.BR) ➔

MAIN DESTINATION OF BRAZILIAN FOOTWEAR EXPORTS IN 2009 (MILLION IN US\$ AND PAIRS)



INTERVIEW/ ALEXANDRE TURRA GASTALDELLO, EXPORT MANAGER GRENDENE



*“A 50% growth by 2015”*

- Grendene is the largest exporter of Brazilian shoes, with an export share of 36%
- We use celebrities to promote our brands, invest in worldwide distributors, and are present at international fairs such as Bread and Butter and Micam
- Our aim is to double the size of the company in 5 years time

INTERVIEW/ JOHN SCHMIDT, EXPORT MANAGER WEST COAST



*“A focus on prices”*

- Our main market is Latin America followed by Europe and the Middle East
- Our aim is to be competitive while maintaining accessible prices
- We bought five factories to deal with our increase in manufacturing: last year we produced 4.000 pairs a day, today we make up to 17.000 pairs

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