

# Sports Shoes

PROMISING INDUSTRY WITH MYRIAD BENEFITS

## WHAT'S INSIDE

The Indonesian footwear industry was once considered as a sunset industry due to lack of new investment. However, because footwear is a necessity for daily activities and any occasions, the demands will remain for the foreseen future. Recently, Indonesia has seen a new wave of investments especially in sports shoes sector where many well-known international brands are relocating their factories to Indonesia.

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**Published by :**

**DIRECTORATE GENERAL FOR  
NATIONAL EXPORT DEVELOPMENT**

Ministry of Trade Republic of Indonesia

Ditjen PEN/MJL/86/X/2014

Dear Valued Readers,

The month of October has already come, which means only two months left to welcome the year of 2015. For the Directorate General of National Export Development, Ministry of Trade of the Republic of Indonesia, the remaining two months this year must be used optimally to increase Indonesian export performance. One of the main business sectors to bring Indonesia as a recognized exporter in the world is footwear industry.

The Government of Indonesia puts the footwear industry as one of the primary industries, since it can absorb a large number of workers. On the other hand, as the third largest footwear exporter in the world, Indonesia also has the opportunities to improve its national export performance. Subsequently, this industry can also be empowered further to increase economic development in Indonesia.

However, there are still some obstacles faced by the Indonesian government and also exporters in sustainably building footwear industry. Therefore, the role of the government is to assist exporters by providing actual information about the latest development in the international markets. In addition, the government also functions to build cooperation with related associations in formulating strategies needed to remedy the obstacles.

Prior to the implementation of ASEAN Economic Community (AEC), more preparation are needed to step into the new era in the Southeast Asia region, which will be initiated next year. With sufficient preparation and good skills, there are opportunities for Indonesia to become the winner in the regional free market. It is possible to achieve such objective. Thus, in two months ahead, all stakeholders involved in regional and global trade activities, need to prepare better to face stiffer competition in ASEAN and other overseas markets.

Thank You

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## *hot* issue

### THE PROSPECT OF INDONESIAN FOOTWEAR INDUSTRY IN ASEAN ECONOMIC COMMUNITY

Footwear industry is a never-ending business, since it has become a part of people's daily lives. Not only for outdoor events, there are some people who also use footwear for indoor activities. In other words, the necessity of footwear has altered from a secondary need to a primary one.

The variety of activities that need footwear reflects a niche market for footwear business players. The implementation of the ASEAN Economic Community (AEC), which will be implemented in 2015, is predicted to bring about a bigger market for this business sector. In AEC scheme, each ASEAN country



is permitted to distribute and sell commodities to other ASEAN countries with less or even no borders and barriers. Hence, the market is bigger in one side and the competition is tighter in another side. Only the best producer will grab the largest portion of market share.

As one of the world's largest footwear-producing countries, the government of Indonesia has formulated a number of strategies. Basically, Indonesia has bigger potentials than other countries because it has two types of footwear industries, sports and casual shoes. Some countries in ASEAN region also have big sports shoes industry but they do not have the casual one. On the contrary, other countries have big casual factories but do not have sports shoes industry. Thus, a number of importing countries regard Indonesia as one of the most recommended footwear exporters.

The only obstacle faced by Indonesian footwear industry under AEC scheme is the import duty of raw materials. To address this problem, the government encourages footwear producers to use raw materials already available in domestic markets.

From this point, the government would convey that the obstacles would not hamper the development of national footwear industry. Since this sector can absorb huge number of workers, the government seriously commits itself to make this industry as one of the main industries in Indonesia. In turn, this sector is expected to enhance the performance of Indonesian non-oil-and-gas export.

### **The 29<sup>th</sup> Trade Expo Indonesia**

In order to increase the export value of Indonesian footwear, one of the strategies conducted by the DGNEP is by organizing exhibitions both in Indonesia and overseas. One of the exhibitions is the Trade Expo Indonesia (TEI), an annual international trade fair. A large number of Indonesian superior and potential products will be displayed during the exhibition, including footwear. The information about other commodities can be seen through its official website.

This year, the 29<sup>th</sup> TEI is held on 8-12 October 2014. By undertaking cooperation with the Indonesian Trade Promotion Center (ITPC), Trade Attaches and other Indonesian representatives overseas, thousands of foreign buyers have confirmed their attendance at TEI. Through this event, it is expected the export value of Indonesian footwear can be increased and turn Indonesian footwear industry as the star in the AEC market.





# The Indonesian Footwear Industry

## Grab opportunities through competition in the promising business

The global market share of sports shoes, also commonly known as athletic shoes, keeps growing from 2012. Furthermore, the analysts forecast this positive trend will keep moving upward by 2016. Thus, the Directorate General of National Export Development, Ministry of Trade of the Republic of Indonesia, views the export potentials provided should be optimally used to boost Indonesian export performance.

The latest growth of sports shoes market is resulted from two factors. The first is the impact of economic recession which hit many major countries, particularly American and European countries, in 2013. The recession has caused the decrease of purchasing power of some citizens, so that they have to select pairs of shoes that are suitable for many occasions. The second factor is the changing of consumers' behaviors towards shoes, from stylish shoes as the priority to comfortable and long-lasting shoes.

The market share for sports shoes is always promising, since there is a lot of sports events organized either regularly or occasionally. The events provide huge opportunities for sports shoes producers in the world. A number of sports brands compete to give sponsorships, mostly in international sports events such as World Cup, Olympics and many others.

The sports events yield to the increasing demand of sports items including sports shoes. The real example was when the 2014 World Cup 2014 took place in Brazil. The Director of Indonesian Trade Promotion Centre in Sao Paulo, Brazil, reported that the export performance of Indonesian footwear in Brazil rose. The increasing demand of sports shoes was possibly influenced by many factors such as the higher demand of sports shoes by football enthusiasts. There was a huge number of spectators came to Brazil to support their favorite football teams.

Beside the number of sports events organized every year, sports shoes producers in Indonesia have

acknowledged that sports shoes market is promising due to the low price of raw materials needed to make sports shoes. This sector averagely provides 45% of gross margin. The needed raw materials are synthetic rubber, plastic compounds, nylon, leather, polyurethane and canvas. The margin can be higher which can be brought about by the existence of online shops and also company-owned outlets.

Applying product innovation and implementing effective market strategy are also essential for Indonesian exporters to become the leaders in global sports shoes market. Although comfort is a must, there are also other market segments who prefer stylish and trendy sports shoes, especially the teenagers. The marketing strategy is also related with the effort to provide a wide-range of sports shoes selection. This is because different consumer needs different type of shoes, which depends on feet size, activities and duration of wearing the shoes. Brands that can produce many types of shoes are frequently recommended among consumers. Hence, the Indonesia footwear producers should clearly identify the characters of their targeted markets.

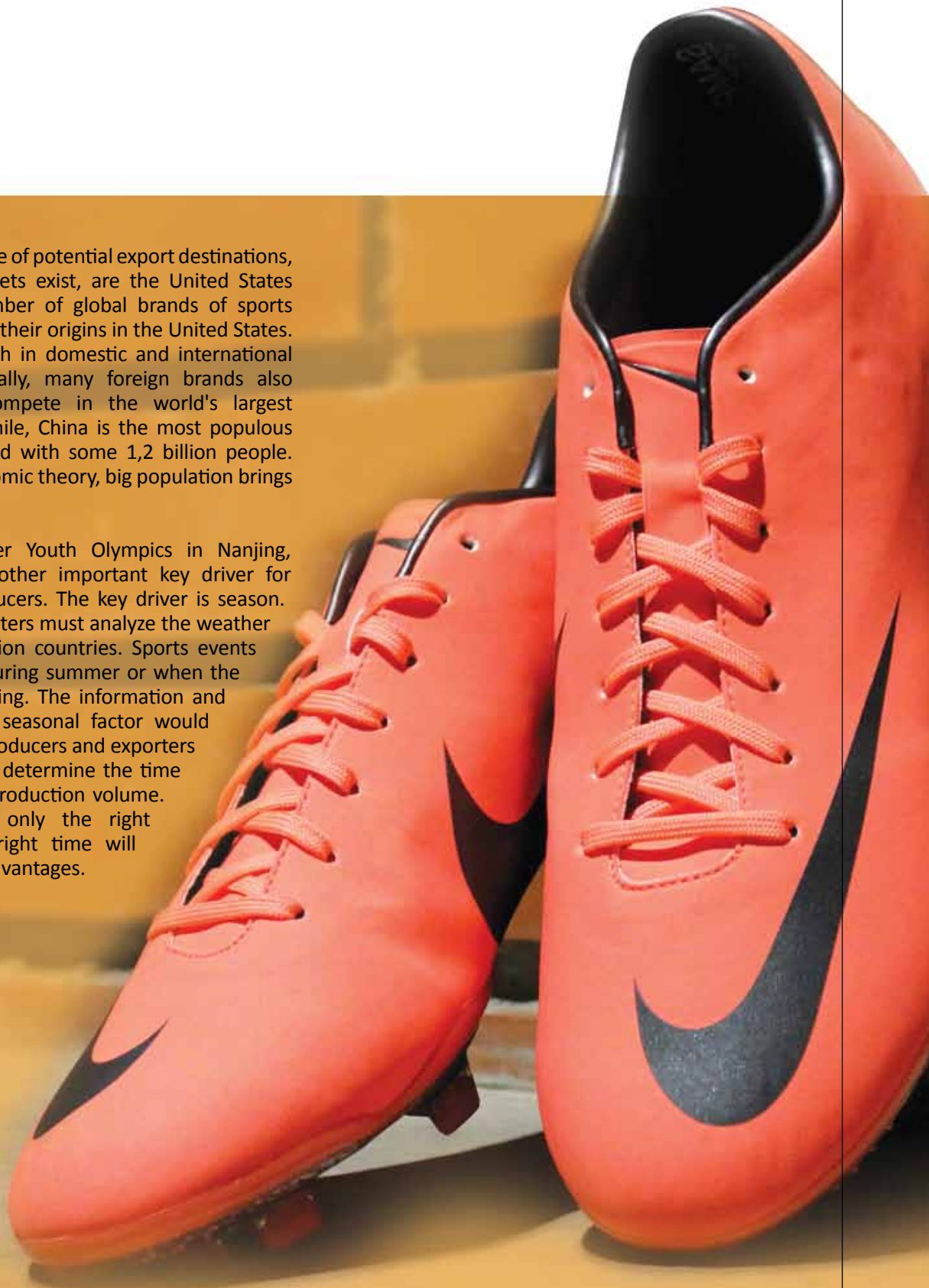
The last factor that can be taken into account is the use of athletes' endorsement. Many famous and accomplished athletes are contracted by popular brands to promote their products, such as basketball player Michael Jordan, soccer player Cristiano Ronaldo, and tennis player Maria Sharapova. It is undoubtably that their popularities are very influential and will be imitated by their fans.

Global sports shoes industry provides niche market. The foremost sports or activities that provide amazing benefits for producers are running and basketball. However, in terms of annual growth, basketball has recently become the number one. Moreover, basketball shoes offer higher margins than other types of sports shoes. Thereby, the government of Indonesia opens large opportunities for foreign investment in this sector.



For Indonesia, some of potential export destinations, where niche markets exist, are the United States and China. A number of global brands of sports shoes brands have their origins in the United States. They compete both in domestic and international markets. Additionally, many foreign brands also penetrate and compete in the world's largest economy. Meanwhile, China is the most populous nation in the world with some 1,2 billion people. According to economic theory, big population brings about big market.

The 2014 Summer Youth Olympics in Nanjing, China, reflects another important key driver for sports shoes producers. The key driver is season. Producers or exporters must analyze the weather of export destination countries. Sports events are usually held during summer or when the weather is improving. The information and knowledge about seasonal factor would help Indonesian producers and exporters of sports shoes to determine the time to increase their production volume. In other words, only the right products at the right time will enjoy significant advantages.



# Indonesian Footwear Industry at A Glance





The Indonesian footwear industry provides a niche market and keeps growing until recent years. This can be analyzed from the increasing export values each year. In 2009, the export value of footwear from Indonesia was US\$1,74 billion. In 2013, the export value reached US\$3,86 billion, or an increasing trend of 21,42% during the last five years.

The 2013 export data also exhibits the 10 biggest destinations for Indonesian footwear products, which are the United State, Belgium, Germany, the United Kingdom, Japan, the Netherlands, China, Italy, South Korea and Brazil. From the data, it can be concluded that European and American countries are the main destinations for Indonesian footwear exports.

However, emerging markets in Africa and Middle East have become new export targets for Indonesia. To win the competition in new markets, it is important to identify the existing competitors. In the United Kingdom, for example, the main competitors are China, Viet Nam, Italy, the Netherlands and India. Footwear industry in Indonesia is one of the primary sectors. This sector significantly contributes in terms of foreign exchange for Indonesian economy. In addition, the industry can also absorb workers in huge number. Therefore the government of Indonesia pays high attention to this industry by cooperatively building relationship to relevant associations such as the Indonesian Footwear Association or Aprisindo, which stands for Asosiasi Persepatuan Indonesia.

According to Aprisindo chairman Eddy Widjanarko, Indonesia still has plenty of opportunities to increase its export performance. Moreover, in 2015, Indonesia will inevitably face the ASEAN Economic Community (AEC). In other words, local footwear producers are encouraged to focus more on exporting to neighboring countries like Malaysia, Viet Nam, Cambodia and others. Thus, government support is crucially needed by footwear exporters in penetrating new markets in ASEAN region. More importantly, producers and exporters need the government assistance to deal with trade regulations and standards of export being implemented under AEC scheme.

Other than the AEC framework, the footwear industry also has the opportunities to grow further, due to the planned relocation of some multinational companies producing sports shoes from other Asian countries to Indonesia. This is also an opportunity to increase foreign investment number in Indonesia. The rationales to select Indonesia as the most appropriate country to relocate factories are reasonable minimum wages of labors, legal certainty of workforce and supporting situations of politics and economy.

The Indonesian footwear is known as good quality products. The Indonesian footwear is excellent in terms of finishing technique which is rigorous and neat. More importantly, the Indonesian footwear products are trendy, fashionable and meet international standards. That is why many countries want to import sports shoes from Indonesia. Many international footwear brands are also interested to invest in or relocate their factories to Indonesia. Currently, the production volume of Indonesian footwear is already more than 3 million pairs per year. The biggest volume dominated by well known international brands such as Nike, Adidas and New Balance. Meanwhile, a famous brand from South Korea has committed to produce 1,2 million of shoes in Indonesia each year.

With such great number of production, Indonesian has successfully become the world's third largest producer of footwear. Eddy Widjanarko was up beat saying that production volume could still be increased and Indonesia could climb up the ladder after the implementation of the relocation plans by foreign companies.

However, footwear industry in Indonesia has some obstacles to cope with, which can hit the industry. Amongst the obstacles are bureaucracy system and illegal imports. Therefore, it requires good cooperation between government, association and producers in order to consistently maintain the quality and the production volume of Indonesian footwear. It is also imperative to reduce the influx of products through illegal activities, so that the aim to accelerate Indonesian export values can be successfully reached.

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Sports Footwear, Sportwear

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Products : Sports Footwear

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Sports Footwear

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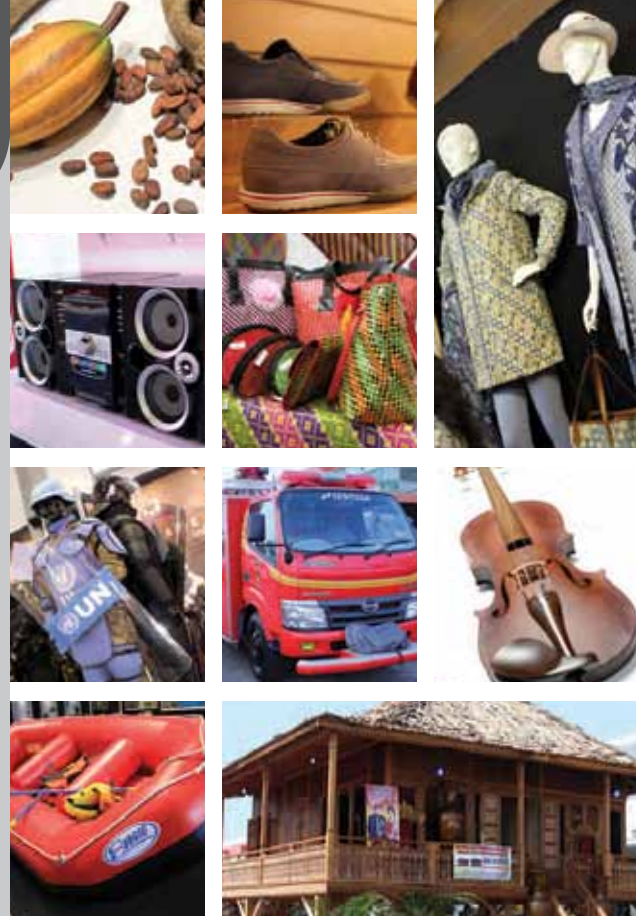
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