



FROM DESIGN TO SAMPLE TO CUSTOMER

PORTUGAL'S FOOTWEAR DESIGN PROGRAM

APICCAPS



Portuguese Footwear
Technological Centre

FOOTWEAR DESIGN PROGRAM

The Footwear Design Program has the purpose of accelerating new design-based footwear business ideas, supporting the work of the most talented design-minded entrepreneurs during the startup phase. By being part of this program you will be able to network and learn from experienced professionals, and you will also get the opportunity to develop and expand your business projects within one of the leading footwear industries.

This program provides complete support with the product development process, **From Design to Sample to Customer**, connecting entrepreneurs to the ecosystem of footwear with key Portuguese companies and with the prototyping resources needed to turn promising ideas into innovative products.

This initiative, established and managed by **CTCP** and **APICCAPS** in partnership with some of the main players of the Portuguese manufacturing footwear industry, aims to leverage the emergence of a new generation of businesses, products and technologies, in the fields of fashion footwear and accessories.

CTCP is a non-profit organization, established in 1986, to support the footwear industry in the fields of testing and quality control, technical assistance and consultancy, research and development of new materials, products, processes and equipment.

APICCAPS is the national association representing the footwear, leather goods, components and equipment companies of the entire cluster in Portugal.



FOOTWEAR DESIGN PROGRAM

HOW IT WORKS

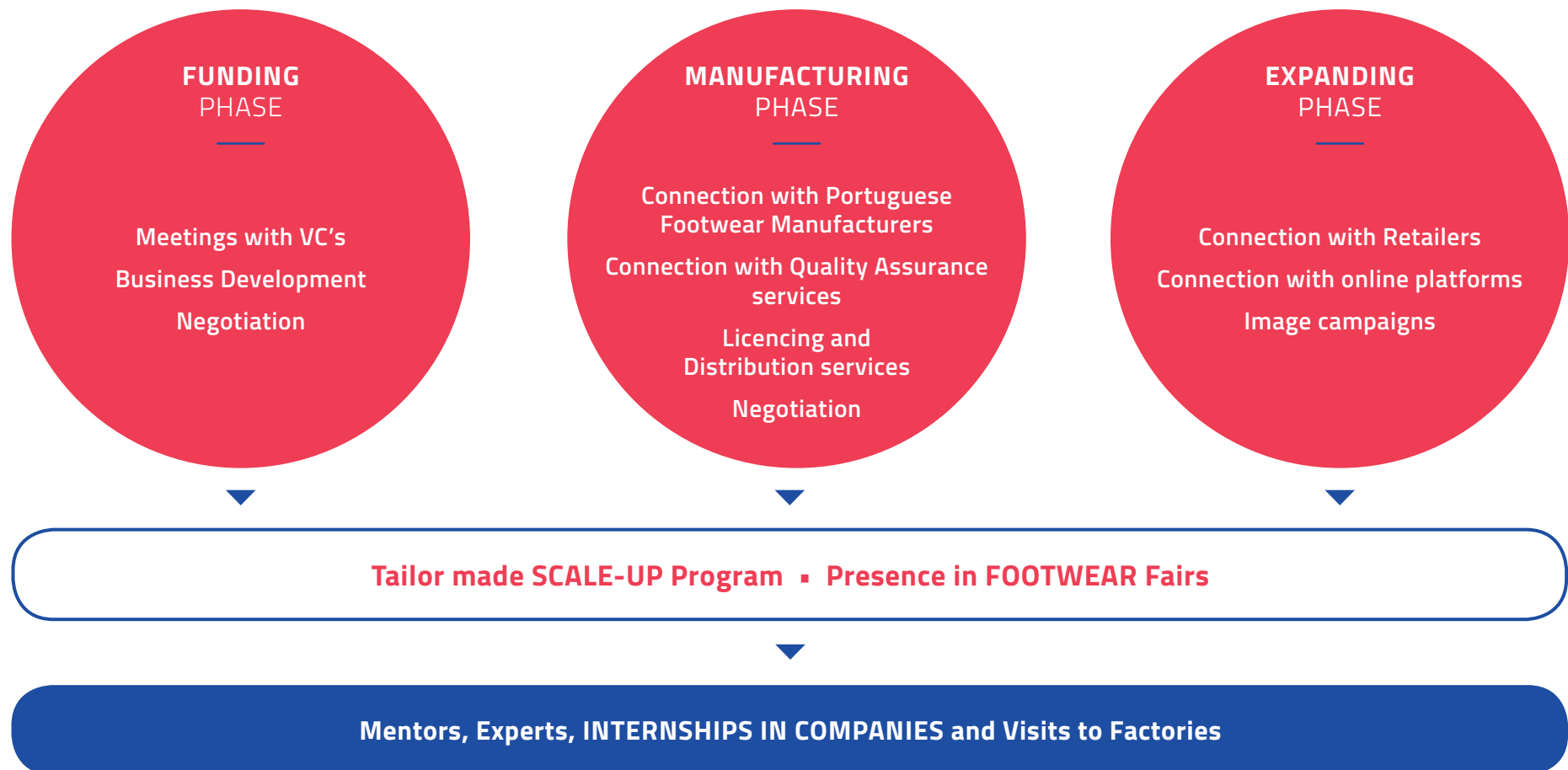
SMALL-SCALE ENTREPRENEURS



FOOTWEAR DESIGN PROGRAM

HOW IT WORKS

LARGE-SCALE ENTREPRENEURS



WHAT WE PROVIDE

1. TAILOR-MADE INTERNSHIP PROGRAMS

Programs are designed to give applicants the opportunity to develop their ideas and to expand their knowledge of the footwear industry, but can also be tailored to deliver specific objectives.

Working with a dedicated Program Manager, each internship aims and goals are individually paired with the most fitted company to ensure applicants get the most out of their program.

Having opportunities to build a strong network and learn from experienced industry professionals.

WHY BEING ON A FOOTWEAR INTERNSHIP IN PORTUGAL?

- Worldwide recognition of high quality products and excellence of service
- Deep knowledge of fashion and design
- Flexible, innovative and technologically effective companies
- 6 hours away from USA
- Everyone speaks english
- Low cost of living



PORTO: A World Heritage Site and the European Best Destination 2017

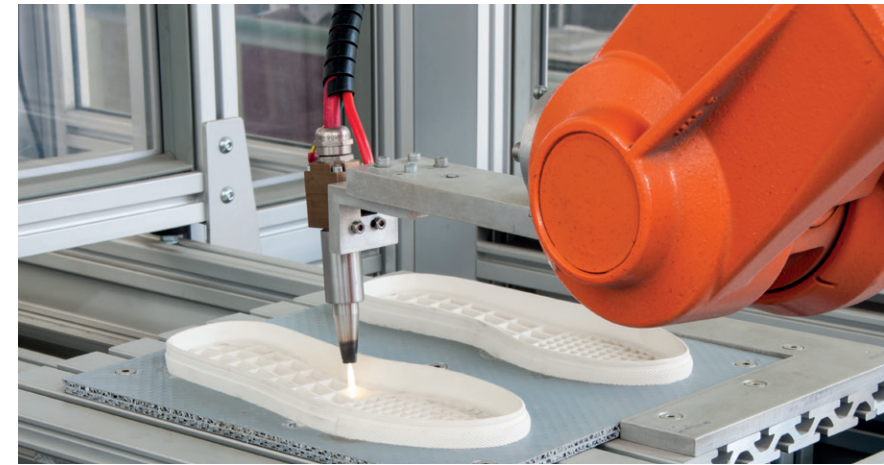
WHAT WE PROVIDE

2. FOOTWEAR DESIGN FABLAB

An experimental learning space of co-creation for training, innovation and acceleration of new ideas, products and businesses. Its framework extends to a professional network of small manufacturers and artisans, servicing both emerging and established brands with prototyping, sample collection and small series production.

Located within the CTCP's facilities, the Footwear Design FabLab allows for digital CAD, pattern making, cutting, skiving, stitching, assembly, finishing and packing. It also provides hotdesking work space, prototyping resources, lab services, materials and expertise support for the duration of each project.

**Demonstration of
disruptive technologies
& product and process
engineering & research
and development**



**Hands-on
training courses**



WHAT WE PROVIDE

3. MATCHMAKING PLATFORM

A collaborative platform to help Designers who cannot benefit from the Fablab space, to manage the entire product development process. Its ultimate goal is to serve Designers with a tool for introducing their ideas, search suppliers or services, and find information about how to get started with their project.

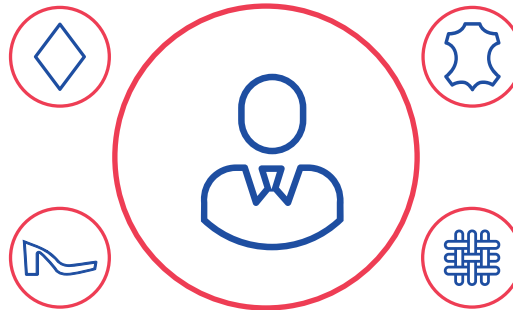
The community associated with this platform includes experienced artisans, small batch manufacturers, companies of components for high heels and soles, and companies of accessories.

STEP 1



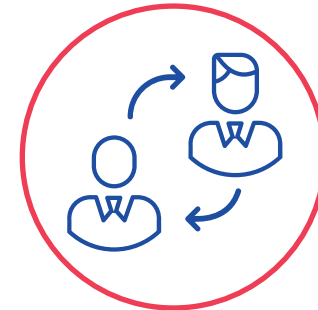
Introduce your brand and business needs. You can also request a quote and attach your project.

STEP 2



Receive quotes for samples or production and assess reviews, ratings, etc. Identify the manufacturing capabilities, including product development, pattern making, material suppliers, and production.

STEP 3



Connect directly with your manufacturer, communicate efficiently and coordinate all your projects.

PORTUGUESE FOOTWEAR SNAPSHOT

The Portuguese footwear industry is highly focused on the most demanding international markets and **exports more than 95%** of its production. In 2017, Portugal exported 83 million pairs of shoes to **152 countries** across the 5 continents, with a total value of 1 965 million euros. Last year was also the eighth consecutive year of growth in sales to the foreign markets. During this decade, the Portuguese footwear industry has presented an outstanding growth dynamic, increasing its exports revenue in roughly 50%. This success is not only about value produced, but also quantity produced and people employed, both of which continued to grow in that period.

Sophistication and creativity in Design coupled with a strong focus on fashion and high-end segments, are the industry's major strategic tools for the coming years.

The ability to produce small series and to customize products allied to quick response to market demands, makes Portugal one of the foremost European footwear manufacturers.

+95%
EXPORTS

PORTUGUESE FOOTWEAR EXPORTS, MILLION EUROS



ONE-STOP-SHOP FOOTWEAR MANUFACTURING

As is the case of global high-tech hubs, the Portuguese Footwear Industry is highly concentrated in the Northern Region of Portugal, consisting of a unique manufacturing base closed to the European markets. The Footwear cluster is composed of interconnected companies and institutions benefiting from the emergence of economies of agglomeration, which turns out to be particularly important in terms of the Cluster's productivity and innovation. With a total of 1.526 footwear manufacturers and 40.080 workers, Portugal is one of the main players in the global sector of footwear.

The Portuguese footwear industry is the 6th biggest exporter of leather footwear in the world, with leather shoes representing 87% of the country's production.

Ladies' and men's shoes are the most produced type of footwear, in spite of the fact that there are several companies specialized in the production of other types of footwear, like children's shoes or safety shoes.

FULL SERVICE CLUSTER



**WOMEN'S
SHOES**



**MEN'S
SHOES**



**CHILDREN'S
SHOES**



**SAFETY
SHOES**



**LUXURY
SHOES**

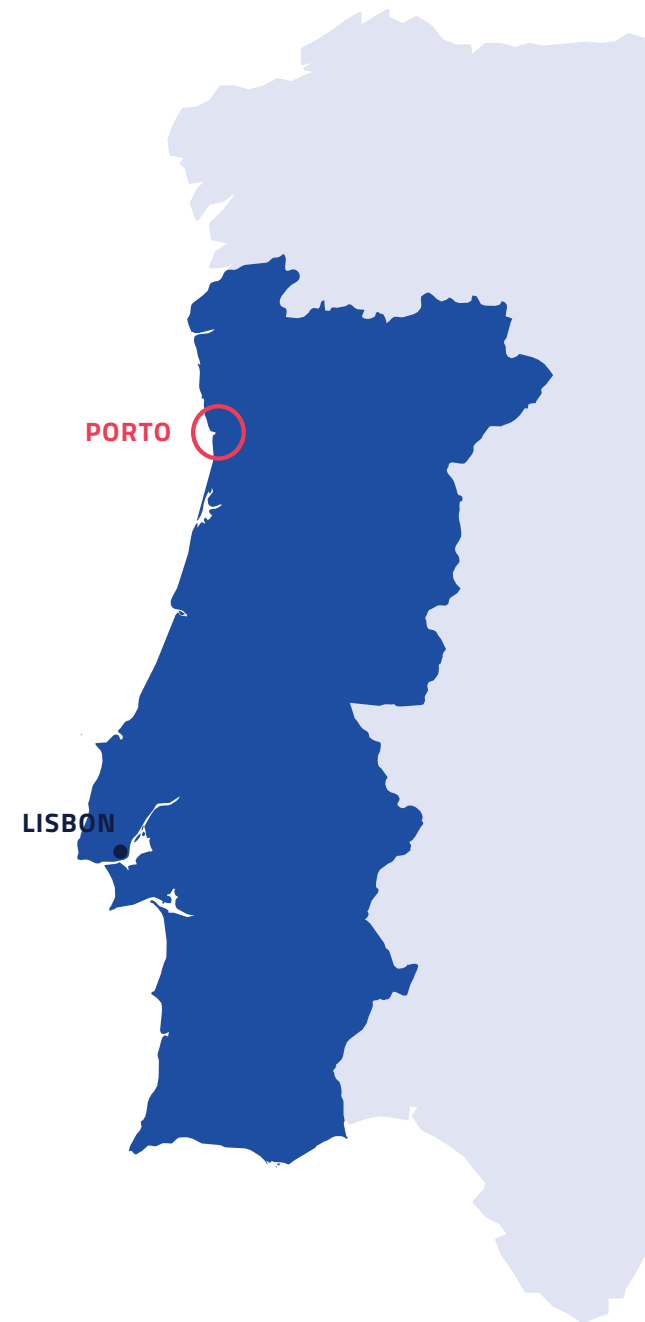


**LEATHER
GOODS**



COMPONENTS

**90% of the
footwear industry
on a very small area
around Porto**



ONE-STOP-SHOP FOOTWEAR DESIGN

PORTUGAL

Very close access to one of the world's leading footwear industries

Did you know that most of high-end brands are manufactured in Portugal?

As the manufacture of products for international brands is crucial for the industry, Portuguese manufacturers are focused on maintaining not only their position on the most important markets, but also on venturing into new ones. **By opening up doors to help emerging designers to navigate the shoe development process, they are fostering new ways of enabling the startup to gain an effective competitive edge.**

While on one side there are passionate entrepreneurs looking for connecting, dealing and managing all processes from sourcing to production, on the other, there are companies willing to develop new niche markets and higher value added products. Thus, in order to enable both sides to meet and find the right

interlocutors and partners, the Footwear Design Program was established. It results from an association with pilot project STEP2FOOTURE which is intended to build a professional network where Design-minded Entrepreneurs can access the production infrastructure needed to bring high-end products to life.

N. AMERICA

EUROPE

ASIA

AFRICA

S. AMERICA

WORLD TECHNOLOGY LEADER

As the Footwear supply is characterized by its huge segmentation and variety, the strong exports orientation of the Portuguese industry encourages the creation of synergies with the sharing of innovation and know-how, by allowing different entities within the cluster (such as suppliers and buyers) to learn about progressing technology, increasing flexibility by outsourcing what it needs to test. Hence, this favors the experimentation and cost saving until a company is assured that that particular innovation will be well received and will work as expected.

Over the last few decades, the Portuguese footwear industry has undergone rapid and intensive transformation. Footwear companies embraced the adoption of a strategy that combines quality and design, at the product level, with innovation and the implementation of new technologies, at the shop-floor level.

"When I suggested the theme of this 20th Congress - From Fashion to Factory: A New Technological Age, I was thinking about Portugal. This is the right place to discuss the topic, because this is one of the few countries in the world where we can simultaneously find the entire production chain, with very good know-how and a deep knowledge of fashion and design".

Yves Morin, president of UITIC





www.portugueseshoes.pt