

NEWS

LEFASO

VIETNAM LEATHER, FOOTWEAR AND HANDBAG ASSOCIATION. **ISSUE 3** MAY 2025



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Diversifying Footwear Export Markets:

RESPONDING TO TARIFF RISKS AND GLOBAL VOLATILITY

Diversifying Raw Material Supply for the Footwear Industry:

An Urgent Solution Amid U.S. Retaliatory Tariffs

Tariffs and U.S. Market Pressures – Export Diversification: **NOW OR NEVER?**

• By Van Tam

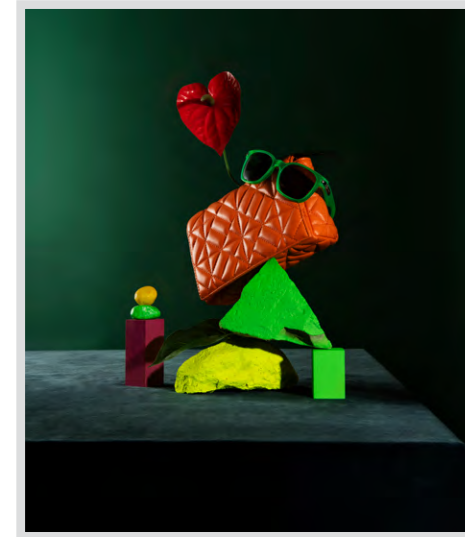
WE HAVE SEEN THAT GLOBAL TRADE IS INCREASINGLY UNSTABLE, ESPECIALLY WITH THE RETURN OF A TOUGH TRADE POLICY FROM THE ADMINISTRATION OF U.S. PRESIDENT DONALD TRUMP. VIETNAM'S FOOTWEAR INDUSTRY IS FACING A STRATEGIC QUESTION: CONTINUE RELYING ON TRADITIONAL MARKETS OR PROACTIVELY OPEN UP NEW EXPORT CHANNELS TO THE WORLD? IF THE ANSWER IS DIVERSIFICATION, THEN THE TIME IS CLEARLY... NOW.



WHEN THE U.S. BECOMES A TRADE RISK

For a long time, the U.S. has been the largest export market for Vietnam's footwear industry. According to the Vietnam Leather, Footwear and Handbag Association (LEFASO), in 2024 alone, footwear exports to this market reached nearly USD 10 billion, accounting for about 32% of the industry's total export value. This has made the U.S. a key destination for most major enterprises in the industry.

However, that position is gradually becoming a risk. The Trump administration's reintroduction of reciprocal import tariffs—imposing duties equivalent to those levied



AN EXPORT RATIO TO THE U.S. THAT IS TOO HIGH MAKES BUSINESSES VULNERABLE TO ANY POLICY CHANGES. THIS ISN'T A GOOD SIGN—IT'S A WARNING."

Mr. Nguyen Duc Thuan, Chairman of LEFASO

by other countries on U.S. goods—could put Vietnamese footwear in the crosshairs. Currently, Vietnam applies MFN (Most Favoured Nation) tariffs of 10–20% on some U.S. footwear imports, making it likely that equivalent duties could be imposed by the U.S.

Moreover, the U.S. is intensifying its scrutiny of origin, labor quality, and environmental emissions—emerging requirements in the global supply chain. Risks of anti-circumvention or countervailing duties are real, as the U.S. trade deficit with Vietnam has now exceeded USD 120 billion in the past year.

ALARMING DEPENDENCE AND THE NEED TO PIVOT

It's undeniable that the surge in exports to the U.S. in recent years has significantly boosted Vietnam's footwear growth. But growth does not equate to safety—especially when a key market becomes a bottleneck.

According to the Ministry of Industry and Trade, around 85% of Vietnamese footwear companies regularly receive orders from the U.S., more than half of which operate under OEM models—producing according to customer specifications without owning their own brand or distribution channels.

This means even a small change in U.S. import rules, shipping costs, or tariffs could seriously disrupt the order chain and put businesses on the defensive.

The reality of 2023–2024 illustrates this well. As logistics costs surged and delivery times lengthened, many U.S. customers canceled orders or demanded deep discounts. Major firms like An Phuoc and Dong Hung had to swiftly search for alternative markets to maintain production momentum.

MANY ECONOMISTS ARGUE THAT OVER-RELIANCE ON A SINGLE MARKET MAKES BUSINESSES VULNERABLE—ESPECIALLY IN A GLOBAL TRADE LANDSCAPE RIDDLED WITH GEOPOLITICAL RISKS. A STRATEGY OF MARKET DIVERSIFICATION IS NOT OPTIONAL BUT ESSENTIAL FOR SUSTAINABLE DEVELOPMENT.

MARKET DIVERSIFICATION: THE WINDOW IS OPEN, BUT NOT FOREVER

The global market is undergoing a dramatic transformation. The rising middle class in the Middle East, India, Africa, and Latin America is driving up demand. Vietnam's participation in free trade agreements such as CPTPP, EVFTA, UKVFTA, and RCEP opens the door to promising markets—with preferential tariffs, even as low as 0%.

Reports from the WTO Center – VCCI show that Vietnamese footwear exports to the EU currently benefit from a 0–3% tariff, depending on rules of origin. Meanwhile, Japan, South Korea, and Australia are seeing growing demand for high-quality, eco-friendly footwear—offering great opportunities for Vietnamese firms that meet green and transparent supply chain standards.

For example, TBS Group has seen 20% growth in exports in 2024, despite a decline in U.S. orders, by expanding its own brand in Japan and South

Korea. Gia Dinh Footwear Company has successfully exported to the UAE, Mexico, and South Africa with customized product lines tailored to regional cultures.

However, diversification is not just about finding new customers—it must be a long-term strategy: revamping product design, distribution channels, cost structure, and even brand development mindset.



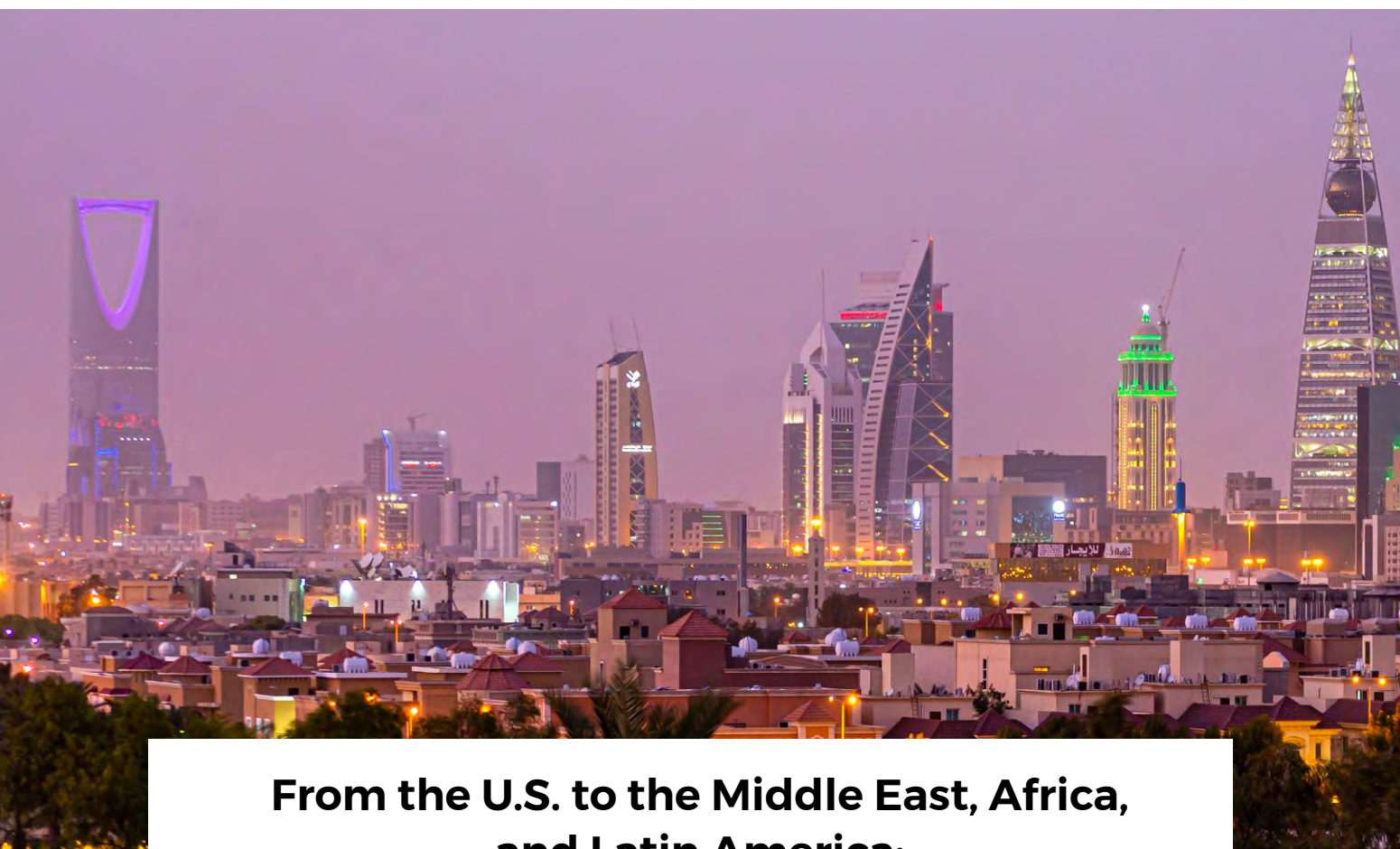
“Market diversification isn’t about putting eggs in different baskets—it’s about learning how to master your own basket.”

WHEN THE U.S.—YOUR BIGGEST MARKET—BECOMES A RISK

When the U.S.—Vietnam's largest export market is no longer a safe harbor but a looming risk, there's no choice but to diversify. This isn't just a reactive measure—it's a survival strategy for Vietnam's footwear industry.

So if the question is, “Export diversification—now or when?”

The answer is clear: now, while the global market is still open, while Vietnam still holds FTA advantages, and while businesses still have time to adapt. Wait a few more years, and these opportunities may no longer be within reach.



From the U.S. to the Middle East, Africa,
and Latin America:

VIETNAMESE ENTERPRISES SEEK NEW PATHS

• By Hoang Van

WHAT IS THE WAY FORWARD FOR VIETNAM'S LEATHER AND FOOTWEAR INDUSTRY AMID INCREASING TRADE RISKS WITH THE UNITED STATES? WHEN TRADITIONAL MARKETS ARE NO LONGER A SAFE HAVEN, EXPANDING THE "BASKET OF EGGS" TO INCLUDE EMERGING MARKETS SUCH AS THE MIDDLE EAST, AFRICA, AND LATIN AMERICA HAS BECOME A STRATEGIC CHOICE. THUS, THE TREND OF EXPORT MARKET DIVERSIFICATION IS NO LONGER A TEMPORARY SOLUTION—IT IS A VITAL PATHWAY FOR VIETNAMESE ENTERPRISES TO SUSTAIN AND THRIVE ON THE GLOBAL TRADE MAP.

EMERGING MARKETS – NEW CONSUMPTION DRIVERS

UAE and Saudi Arabia: Gateways to the Middle East

The United Arab Emirates (UAE) is emerging as a major logistics and re-export hub in the Middle East. Its open economy, modern infrastructure, and young population make it an attractive destination for fashion footwear products. According to the Ministry of Industry and Trade, Vietnam's exports to the UAE reached over USD 900 million in 2024, with consumer goods accounting for a growing share.

Brazil and Mexico: Opportunities in Latin America

Brazil, with a population of over 210 million, is South America's largest economy. In 2024, Vietnam's exports to Brazil exceeded USD 2.5 billion—up 17% from the previous year—with footwear being a growing category. Brazilian consumers favor stylish yet affordable fashion products, which aligns well with Vietnam's strengths.

Mexico, home to nearly 130 million people and a member of the CPTPP, is a key entry point for Vietnamese goods into North America. Thanks to CPTPP, Vietnamese footwear—especially those made from synthetic materials and rubber—benefits from reduced or zero tariffs when entering the Mexican market.

Egypt and Africa: Untapped Potential Africa is increasingly seen as the

Saudi Arabia—the largest economy in the GCC region, with nearly 36 million people—is witnessing dramatic shifts in consumer behavior. Data from the WTO Center – VCCI shows that a rapidly expanding middle class, coupled with a booming retail sector, has generated strong demand for fashion items, footwear, and accessories.

"new frontier" of global trade. With a young population, rapid urbanization, and a modernizing consumer culture, the continent presents major opportunities. Egypt, with over 110 million people and a strategic location linking three continents, is a priority target for Vietnamese firms aiming to enter Africa.

At the 2024 Vietnam–Africa Trade Promotion Forum organized by the Ministry of Industry and Trade, many experts highlighted that the leather and footwear sector holds significant growth potential in Africa over the next

five years—if companies can timely capture consumer needs and adjust their marketing strategies accordingly.

VIETNAM'S COMPETITIVE ADVANTAGE

The aforementioned emerging markets share common traits: youthful demographics, a growing middle class, rapid urbanization, and a rising demand for fashion-oriented consumption. These conditions favor Vietnamese products, particularly leather and footwear, known for skilled craftsmanship, competitive prices, diverse designs, and fast production.

Furthermore, Vietnam's participation in a wide range of free trade agreements—CPTPP, EVFTA, UKVFTA, and a future FTA with the UAE—gives local enterprises a significant tariff advantage when entering these new markets.

FROM TRADITIONAL THINKING TO REGIONAL STRATEGIES

Instead of relying solely on the U.S. market, many Vietnamese footwear and handbag manufacturers are developing region-specific and segmented market strategies. The old mindset of "one product for many markets" is being replaced with "one market, one tailored strategy."

In addition, cross-border e-commerce, paired with localized distributor networks, is becoming an effective

option to reduce costs, test markets, and collect consumer insights. Some firms are now applying data analytics platforms to fine-tune marketing strategies by region, enhancing competitiveness as these new markets evolve rapidly in terms of consumer trends.

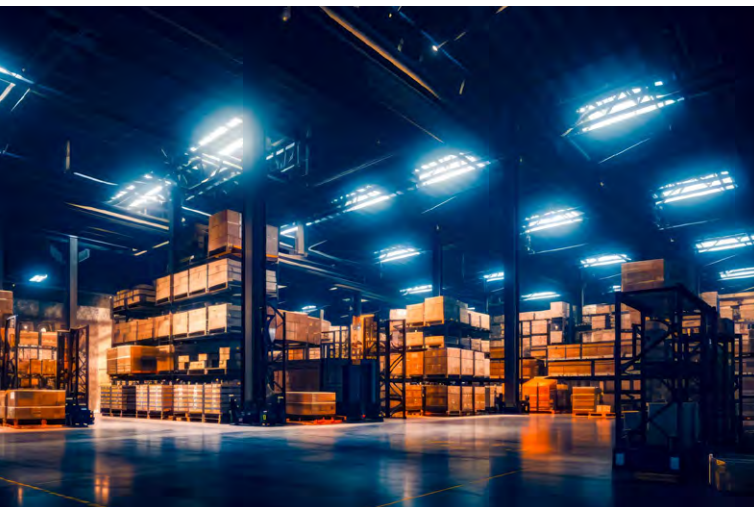
Successful transformation requires methodical investment—from market research and culturally literate workforce development to flexible supply chains. This is no longer an experimental move, but a long-term strategy for pioneering businesses ready to adapt to the "new rules" of global trade.

IT'S TIME TO EXPAND THE "BASKET OF EGGS"

Overreliance on traditional markets is no longer a safe strategy in today's volatile trade environment. Diversifying export markets not only mitigates risks from policy barriers—like the U.S.'s reciprocal import tariffs—but also opens up opportunities to expand production capabilities and build the Vietnamese brand in emerging economies.

Enterprises that are bold enough to explore, invest for the long term, and swiftly adapt to global consumption trends will be the ones leading the next wave of international expansion for Vietnam's leather and footwear industry.

In regions like the Middle East or Africa, the challenge is not just gaining entry, but achieving product sustainability within the local consumer ecosystem. Companies are gradually moving from pure OEM models to creating product lines that reflect local cultural aesthetics, with adapted designs, pricing, and distribution strategies.



As traditional markets like the U.S. and EU become increasingly competitive and volatile, identifying new strategic directions has become a top priority for Vietnam’s leather and footwear industry. A smart market strategy—comprising market segmentation, diversified distribution channels, and a focus on value-added—is opening up significant opportunities in emerging markets such as the UAE, Saudi Arabia, Brazil, Mexico, and Egypt.

Smart Market Strategy:

SEGMENTATION, MULTI-CHANNEL, VALUE-ORIENTED

• By Chau Minh Chinh

MARKET SEGMENTATION: MATCHING EACH PRODUCT LINE WITH THE RIGHT MARKET

Market segmentation helps businesses accurately identify their target customers while optimizing product and marketing strategies. For example, sports shoes are well-suited to youthful and sport-oriented markets like the UAE and Saudi Arabia. According to IndexBox, in 2024, the Middle East imported 21 million pairs of sports shoes, an increase of 3.3% compared to the previous year.

Meanwhile, fashion handbags may target markets like Brazil and Mexico, where there is high demand for fashionable products and a modern lifestyle. According to the Brazilian Footwear Industries Association



“Vietnamese enterprises must shift from a production mindset to a market-oriented mindset, focusing on brand development and responding to the diverse needs of global customers.”

Mrs. Phan Thi Thanh Xuan, Vice Chairwoman and Secretary General of LEFASO

(Abicalçados), Brazil imported 35.8 million pairs of shoes in 2024, up 26.3% in volume over the previous year.

The choice between OEM (original equipment manufacturing) and OBM (own brand manufacturing) models also requires careful consideration. OEM suits companies looking to leverage their current manufacturing capacity, while OBM is geared toward building proprietary brands and delivering higher added value.

Multi-Channel Distribution: Combining Traditional and Modern Approaches

To effectively penetrate new markets, businesses need to combine traditional and modern distribution channels. Collaborating with local agents allows companies to better understand the market and establish





“Investing in design and branding not only enhances product value but also creates a sustainable competitive edge in the global market.”

**Mr. Haroldo Ferreira,
Chairman of the Brazilian
Footwear Industries
Association (Abicalçados)**



customer relationships. At the same time, cross-border e-commerce platforms such as Amazon, Alibaba, and Shopee Global help expand outreach and reduce marketing costs.

According to the Ministry of Industry and Trade’s 2024 report, more than 65% of leather and footwear companies use at least one e-commerce platform for exports, with Amazon Global Selling and Alibaba being the most popular. Combining traditional showrooms with online storefronts helps maintain brand image while expanding market coverage. Notably, markets such as Brazil and the UAE are seeing rapid growth in online retail, offering golden opportunities for Vietnamese enterprises to reach local consumers.

Statista forecasts that Mexico’s footwear market will generate revenue of USD 7.61 billion in 2025, underscoring the strong potential for Vietnamese firms via e-commerce channels.

Moreover, leveraging free trade agreements (FTAs) like EVFTA, CPTPP, and RCEP allows businesses to lower tariffs and access target markets more easily.

VALUE-ORIENTED STRATEGY: FOCUS ON DESIGN AND BRANDING

To generate added value, businesses must focus on developing product designs tailored to local preferences and building strong brands. In-depth market research helps companies understand consumer needs and preferences, enabling them to tailor product design and marketing strategies accordingly.

In addition, registering design copyrights and protecting brand identities in target markets is critical to avoiding legal risks and safeguarding business interests.

A smart market strategy—encompassing segmentation, multi-channel distribution, and a value-focused approach—is the key to helping Vietnam’s footwear companies expand their markets and strengthen their competitiveness. Tapping into emerging markets like the UAE, Saudi Arabia, Brazil, Mexico, and Egypt will unlock numerous sustainable development opportunities for Vietnam’s leather and footwear industry in the coming years.

According to the General Department of Customs, in the first 10 months of 2024, Vietnam spent USD 22.82 billion on importing raw materials and accessories for the textile, garment, and footwear industries, an increase of 44.2% compared to the same period last year. Of this, imports from China accounted for 51%, equivalent to USD 12.83 billion; the largest import item was various types of fabric, reaching USD 12.27 billion.

Specifically for the footwear sector, LEFASO estimates that Vietnam's import value of raw materials and accessories reached approximately USD 2.3 billion in 2024.



With the U.S. government announcing retaliatory tariffs of up to 46% on imports from Vietnam, the footwear industry—one of the country's key export sectors—is expected to face significant impacts. This is seen as a “destructive” tariff level that seriously threatens the competitiveness and market share of Vietnamese enterprises in the world's largest consumer market.

Diversifying Raw Material Supply for the Footwear Industry:

AN URGENT SOLUTION AMID U.S. RETALIATORY TARIFFS

• By Hoang Nguyen

WARNING FROM U.S.

RETALIATORY TARIFF POLICY

According to Dr. Tran Toan Thang, Head of the Sectoral and Enterprise Economic Forecasting Department (National Center for Socio-Economic Information and Forecast), the 46% tariff will affect multiple facets of the economy, especially major export industries such as footwear, textiles, wood, and seafood.

PRESSURE FROM U.S. TRADE POLICY ON RAW MATERIAL SUPPLY

The U.S. retaliatory tariffs not only target value-added products but also emphasize traceability of raw materials and stricter labor and environmental standards. Vietnam's heavy dependence on imported materials—particularly from China—places its businesses at risk of failing to meet these new standards,

leading to market losses and diminished competitiveness.

CURRENT STATE OF VIETNAM'S FOOTWEAR SUPPLY CHAIN

Vietnam currently ranks third globally in footwear production and second in exports, with export turnover projected to reach USD 27 billion in 2024. However, the majority of export value belongs to FDI enterprises, which account for approximately 75% of the total.

Domestic firms primarily engage in outsourcing activities, relying on imported raw materials and lacking autonomy in technology and design. This renders the industry highly vulnerable to shifts in trade policies and increasingly stringent international market requirements.

“If we do not proactively develop a domestic raw material supply chain, we will forever be outsourcing for others and remain passive amid global fluctuations.”

Associate Prof. Dr. Nguyen Anh Thu, Vice Rector, University of Economics, Vietnam National University, Hanoi

SOLUTIONS FOR DIVERSIFYING AND LOCALIZING RAW MATERIAL SUPPLY

a. Strengthening Regional Linkages and Developing Supporting Industries:

LEFASO aims for the domestic supply rate of the supporting footwear industry to reach 75–80% by 2025, focusing on high value-added products for export manufacturing. To achieve this, it is crucial to promote the development of raw material production centers in key economic regions and support businesses in investing in modern, eco-friendly production technologies.

b. Expanding Supply Sources from Other Countries:

Vietnam needs to diversify its raw material supply by increasing imports from countries like India, Indonesia, Bangladesh, and ASEAN nations. This not only reduces reliance on China but

also allows Vietnam to leverage tariff incentives under free trade agreements it has signed.

c. Boosting Research and Development (R&D):

Enterprises must invest in R&D to develop new types of materials that meet quality, environmental, and traceability standards. This will not only enhance product value but also improve competitiveness in the international market.

The global market is shifting toward green and responsible consumption. Sustainable materials are no longer optional but essential for participating in international value chains.

VIETNAMESE ENTERPRISES MUST BE PROACTIVE

Businesses need to shift from a production-centric mindset to a market-oriented one, proactively sourcing materials, investing in technology, and building brands. Leveraging free trade agreements such as EVFTA, CPTPP, and RCEP will help enterprises expand markets and minimize risks from protectionist trade policies.

CONCLUSION AND RECOMMENDATIONS

Diversifying and localizing the raw material supply is not just a short-term response but a long-term

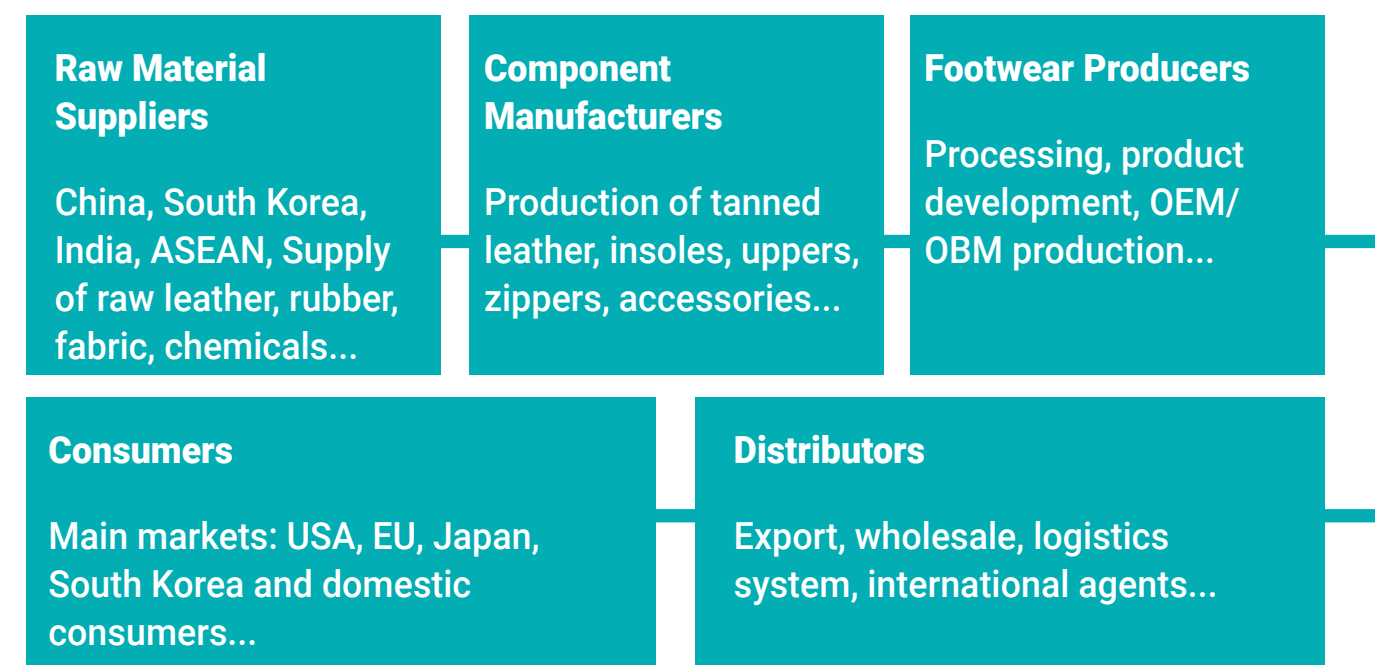
Localizing raw materials not only enhances control over input quality but also lays the foundation for building a national brand in the fashion industry.

strategy to boost Vietnam’s footwear industry’s competitiveness. There must be close collaboration between the government, associations, and businesses in developing support policies, promoting supporting industries, and advancing R&D efforts.

In the context of global market volatility, proactive adaptation and enhanced internal capabilities will help Vietnam’s footwear industry maintain its position and develop sustainably.

“We are still lacking long-term policies for supporting industries, facing a low localization rate and technical barriers from international markets. Therefore, stronger support policies are needed in terms of finance, human resource training, and incentives for investment in domestic material production. If these policies are effectively utilized, Vietnam’s footwear industry will not only maintain its position but also achieve a strong breakthrough in the future.”

Mr. Tran Quoc Khanh, Chairman, GHC S&C Company



Vietnam Footwear Industry Raw Material Supply Chain Diagram



INVITATION TO PURCHASE THE PUBLICATION

DIRECTORY 2025

VIETNAM LEATHER – FOOTWEAR – HANDBAG INDUSTRY DIRECTORY 2025

An essential CONNECTION tool for businesses in the industry!

**ARE YOU LOOKING FOR PARTNERS, SUPPLIERS, OR CUSTOMERS
IN THE LEATHER – FOOTWEAR – HANDBAG INDUSTRY?**

The Vietnam Leather – Footwear – Handbag Industry Directory 2025 is the latest updated source of information listing manufacturers, exporters, suppliers of materials and accessories, machinery, and supporting services... helping businesses quickly connect with suitable and reliable partners, customers, and suppliers.

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LEFASO HOLDS Q1/2025 REGULAR MEETING WITH SECTORAL ASSOCIATIONS

On April 3, 2025, in Ho Chi Minh City, the Vietnam Leather, Footwear and Handbag Association (LEFASO), in coordination with the European Chamber of Commerce in Vietnam (EuroCham), held the Q1/2025 regular meeting with sectoral associations under Group 5.

The meeting served as a forum for representatives of associations and guests to discuss draft amendments to policies, notably legal documents such as the amended Law on Enterprises, Law on Product and Goods Quality, Law on Standards and Technical Regulations, and the Law on Product Safety and Quality. Delegates shared their insights, clarified existing difficulties and obstacles in practice, and proposed recommendations to be recorded and submitted to the Government and relevant authorities.

The program was attended by representatives from the Economic Committee of the 15th National Assembly, the Agency for Enterprise Development under the Ministry of Planning and Investment, the Ministry of Finance, the Legal Department of the Vietnam Chamber of Commerce and Industry (VCCI), and leaders of the Prime Minister's Advisory Council for Administrative Procedure Reform.

At the meeting, representatives of the associations expressed their hope that policy-making bodies would take full account of business feedback to build a more transparent and stable legal framework, creating favorable conditions to promote enterprise development in the near future.



RECOMMENDATIONS ON IMPROVING THE ON-THE-SPOT IMPORT-EXPORT MECHANISM

JOINT RECOMMENDATIONS FROM THE ASSOCIATIONS

On April 24, 2025, LEFASO, the European Chamber of Commerce in Vietnam (EuroCham), the American Chamber of Commerce in Vietnam (AmCham), and the Vietnam Textile and Apparel Association (VITAS) jointly signed a petition to the Government Office proposing improvements to the on-the-spot import-export mechanism.

In the draft amendment to the Customs Law, the on-the-spot import-export activity has been officially included, with definitions and supervisory mechanisms specified under Article 47a. The scope of on-the-spot import-export activities has also been expanded, removing the previous requirement that foreign traders must not have a physical presence in Vietnam.

SPECIFIC PROPOSALS

To further refine the policy framework and ensure effective implementation, the associations proposed two key additions to Article 47a of the draft law:

1. **Recognize on-the-spot import-export as equivalent to regular import-export, entitled to preferential tax policies. Specifically, transactions should enjoy a 0% VAT rate, and value-added tax should not be double-counted for both export and import sides. This aims to facilitate goods circulation and ensure tax incentives are correctly applied.**
2. **Apply consistent regulations for transactions occurring before the law's effective date.**

Transactions involving goods between two Vietnamese enterprises, designated by one or more foreign traders (whether or not they have a presence in Vietnam) and completed with the relevant customs procedures prior to the effective date of the law, should also be subject to unified supervision, tax rates, and refund policies. This ensures consistency and transparency across tax and customs authorities.

THE IMPORTANCE OF LEGALIZING THE MECHANISM

According to the associations, legalizing the on-the-spot import-export mechanism is a crucial step as Vietnam deepens its integration into global supply chains. Improving this mechanism will:

- **Facilitate business production and operations.**
- **Protect the legitimate rights of enterprises engaged in on-the-spot import-export activities.**
- **Address operational inconsistencies for tax and customs authorities.**
- **Boost export growth, especially for Vietnam's key industries such as leather-footwear and textiles.**

This is a practical solution to enhance Vietnam's national competitiveness and support Vietnamese enterprises in effectively participating in regional and global supply chains.

25TH INTERNATIONAL SHOE & LEATHER EXHIBITION TO TAKE PLACE IN HO CHI MINH CITY

From July 9 to 11, 2025, the 25th International Shoe & Leather Exhibition – “Shoes & Leather Vietnam 2025” – will be held at the Saigon Exhibition and Convention Center (SECC), 799 Nguyen Van Linh Street, District 7, Ho Chi Minh City.

The event is organized by the Vietnam Leather, Footwear and Handbag Association in cooperation with both domestic and international partners, including TOP REPUTE Co., Ltd.

As the most prominent annual event of Vietnam’s leather and footwear industry, the exhibition was first launched in 1999 and has since gained high recognition for its professional and international standards. It serves as a prestigious platform that gathers leading manufacturers and suppliers in the field.

This year’s exhibition is expected to welcome over 800 exhibitors from 21 countries and territories, covering a total exhibition area of 20,000 square meters.

CONTACT INFORMATION:

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Phone: Ms. Hong Nhung – (+84) 901 518 191



INVITATION

TO THE 33RD INTERNATIONAL SHOES & LEATHER EXHIBITION IN GUANGZHOU, CHINA

Dear Valued Enterprises in the Leather – Footwear – Handbag Industry,

The Vietnam Leather, Footwear and Handbag Association (LEFASO) cordially invites your company to participate in the 33rd International Shoes & Leather Exhibition, to be held in Guangzhou, China, from May 14 to 18, 2025.

This prestigious international event offers a valuable opportunity for Vietnamese businesses to explore the latest technologies, equipment, materials, and accessories, as well as to seek partnerships and expand into new markets.

- Date: May 14 – 18, 2025 (5 days, 4 nights)

- Location: Guangzhou, China

- Contact for Registration:

- o Ms. Duong Hong Nhung

- o Phone: (+84) 901 518 191

- o Email: duonghongnhunglefaso@gmail.com

Detailed program and registration form are enclosed with this invitation.

We sincerely look forward to your company’s participation in this important industry event.

Best regards,



PERRY ELLIS INTERNATIONAL SEEKS SUPPLIERS IN VIETNAM

The purchasing office of Perry Ellis International, Inc. (PEI) – a leading American company specializing in the design, distribution, and licensing of fashion and accessories – is currently seeking new suppliers in Vietnam for the following products: footwear, pens, tie clips, cufflinks, and belts.

PEI owns and manages a portfolio of internationally recognized brands such as Perry Ellis®, An Original Penguin® by Munsingwear®, Laundry by Shelli Segal®, Rafaella®, Cubavera®, Ben Hogan®, Savane®, Grand Slam®, John Henry®, Manhattan®, Axist®, and Farah®. The company also licenses brands like Nike® (swimwear), Callaway®, PGA TOUR®, and Jack Nicklaus® (golf apparel).

PEI products are widely distributed across major retail systems in the U.S. and internationally, including shirts, sportswear, sweaters, trousers, shorts, jeans, swimwear, and casual wear for both men and women.

Businesses capable of producing the above-mentioned products are encouraged to contact



SEEKING CHILDREN'S FOOTWEAR MANUFACTURERS FOR EXPORT TO MEXICO

A partner of the Vietnam Leather, Footwear, and Handbag Association (LEFASO) is seeking manufacturers in Vietnam to produce children's footwear according to provided samples.

ORDER DETAILS:

- Quantity: Approximately 10,000 pairs per model.
- Total estimated volume: Around 1 million products.
- Export market: Mexico.

REQUIREMENTS:

- Production must strictly follow the provided samples.
- Products must meet stable quality standards and export requirements.

Businesses capable of manufacturing or referring a suitable production unit are requested to contact LEFASO for a prompt connection with the partner.



COPELL GROUP SEEKS FOOTWEAR FACTORIES IN VIETNAM

Copell – one of Mexico’s largest multi-sector retail groups – has opened a representative office in Vietnam and is looking for footwear factories to establish long-term partnerships.

REQUIREMENTS:

- Factories must have stable production capacity and ensure product quality.
- Priority will be given to companies with export experience or prior collaboration with international brands.
- Factories must be ready to create samples and develop products based on Copell’s requirements.

Copell owns an extensive network of supermarkets and retail stores throughout Mexico, with a strong focus on distributing footwear, fashion, and consumer goods.

Businesses interested or capable of producing footwear are invited to contact the Vietnam Leather, Footwear, and Handbag Association (LEFASO) to connect with Copell’s representative office in Vietnam.

CONTACT INFORMATION:

Secretariat of the Vietnam Leather, Footwear, and Handbag Association (LEFASO)

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