



# Development Situation of Guangdong Shoes Industry in 2021



The Association of Guangdong Shoes Manufacturers



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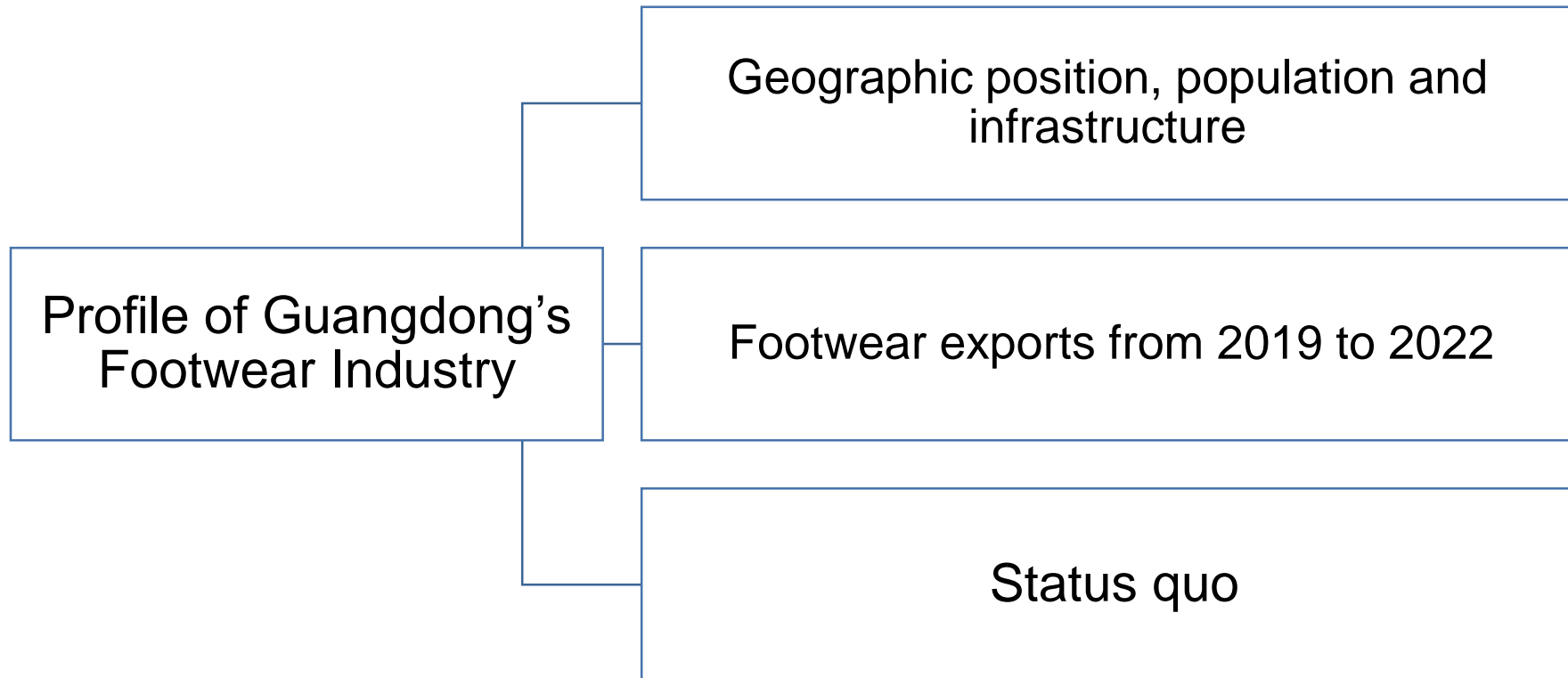
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## Profile of Guangdong's Footwear Industry



▶▶▶ Status quo

Guangzhou is the key city of the Guangdong-Hong Kong-Macao Greater Bay Area

Guangzhou

As a trade distribution center, a center of fashion trend and a material supporting center of China's footwear industry, it is known as Milan of Asia's footwear industry.

ChaoZhou JieYang

China's important production bases of plastic shoes

HuiDong

With an output of 900 million pairs of shoes, 200,000 employees, and more than 6,000 enterprises, it is a "Production Base of Women's Shoes in China"..

ShenZhen

After industrial upgrading and transformation, it has attracted leading footwear enterprises.

DongGuan

With numerous processing trade factories and world footwear brand purchasing companies, it is known as the shoe capital of the world. It is also a production and marketing base of exported shoes and a major production base of shoes sold in the domestic market.

NanHai District

Taking advantage of Guangzhou market and trade center, the districts have grown into major production bases of fashion shoes in China.

BaiYuan District

MaoMing

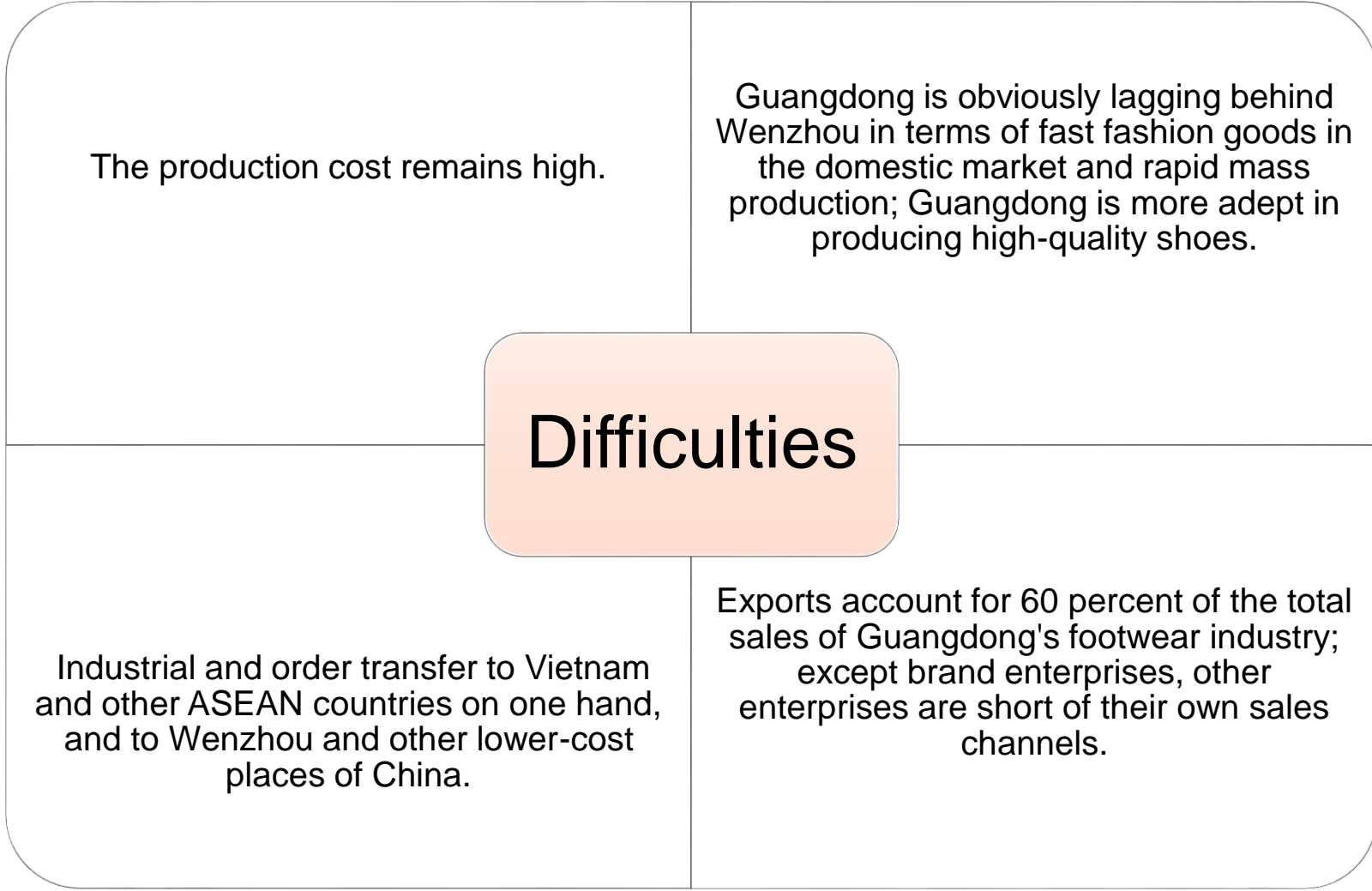
China's important production bases of craft shoes

WuChuang

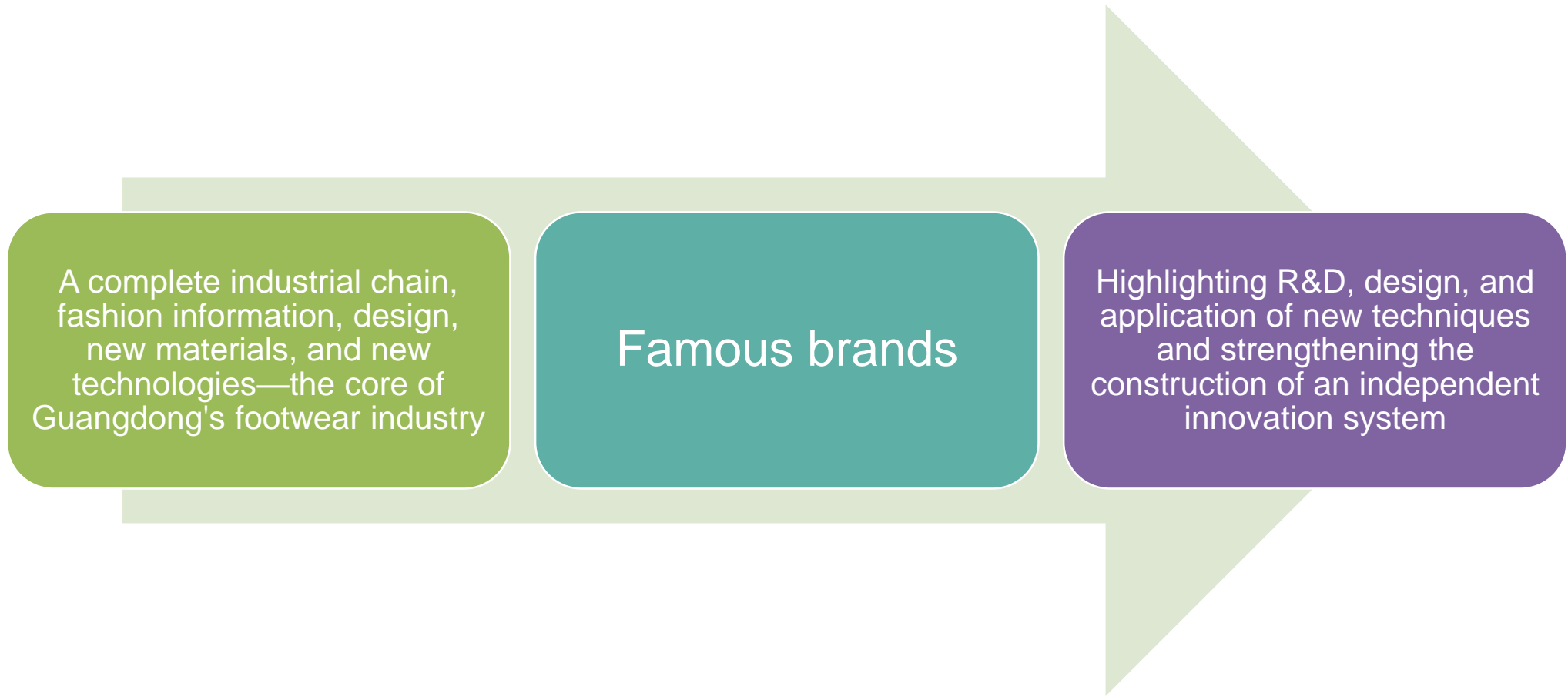
HeShan

With nearly one thousand factories focusing on high-end men's shoes industry, the city has been built to be a "Production Base of Men's Shoes in China".

▶▶▶ Difficulties



▶▶▶ Advantages



## Future development opportunities and tendency



Opportunity

- 1 Reinforcing the core advantages in R&D and design, new materials and new technologies to continue to lead the footwear industry in Asia.
- 2 Improving the complementarity with ASEAN and China's shoe enterprises under the Road and Belt Initiative and RCEP.
- 3 Changing the production pattern in line with the development trend of the industry
- 4 Enhancing regional industrial advantages and competitiveness based on industrial agglomeration
- 5 Strengthening multi-channel sales by cross-border e-commerce
- 6 Strengthening exchanges and cooperation at home and abroad and giving full play to the external competitiveness and first-mover advantages of Guangdong's footwear industry
- 7 Building an integrated industrial service platform and seeking innovations and transformation in the whole industry chain

Overall Situation of imports and exports of cross-border e-commerce from 2019 to 2021

The Situation of Cross border E-commerce Import & Export from 2019 to 2021

Year	Amount (100 million yuan)			Year-on-year(%)			Proportion of export & import
	Imports & Exports	Exports	Imports	Imports & Exports	Exports	Imports	
2019	12903	7981	4922	22.2	30.5	10.8	1.6
2020	16220	10850	5370	25.7	39.2	9.1	2.0
2021	19237	13918	5319	18.6	28.3	-0.9	2.6





# Thank you for your attention



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