

Ten Arab buyers expected at Couromoda expo

The organizers of the footwear and accessories industry show have invited buyers from the United Arab Emirates and Yemen. Over 2,000 importers from around the world are expected to attend the expo next week.

André Barros and Isaura Daniel*

São Paulo – At least ten buyers from the United Arab Emirates and Yemen will be pacing the aisles of Couromoda, a major footwear and accessories industry show set to open next Monday (15) in São Paulo. For this 45th edition, organizers have invited 115 international buyers to attend, including Arab ones.

Apart from that, several Arab walk-in visitors are expected, said director-general Jeferson Santos. “We’re expecting to match the numbers from last year, with roughly 2,000 international buyers from 60 different countries,” he told ANBA via email.

A special area will be devoted to them in Expo Center Norte, where the show will take place. Brazilian exporting companies will showcase their goods, and an exclusive lounge will be available for these prospective buyers. Footwear exports from Brazil climbed 9.3% last year to USD 1.09 billion, the best result since 2013, according to the Brazilian Footwear Industry Association (Abicalçados).



Over 2,000 exhibitors will be featured, including women’s, men’s and children’s shoe, purses and accessories. According to Santos, these brands account for a combined 90% of Brazil’s footwear and accessories output. The four-day event accounts for 35% of industry sales each year, its organizers estimate, including deals made during and after the expo as a result from it.

“Even though the primary goal is to enable deals to exhibitors, the expo is also a relevant arena for networking and information sharing across the entire footwear and retail industry and its professionals,” Santos explained.

Last year saw organizers invite 12 Arab exhibitors to the expo, on which occasion ANBA spoke with Lebanon's Walid Tarabey, who represents companies out of Dubai. In his first time in Brazil, he was impressed with the quality of local materials.

“Although the number of [Arab] buyers we get is not increasing, they are important to the trade show and to the Brazilian footwear market, because they are buyers with strong potential and major clients of the Brazilian industry,” the Couromoda director-general said.

Couromoda kicks off on Monday (15), 10 am. It will run alongside the 8th edition of São Paulo Prêt-à-Porter – Ladies' and Men's Fashion, Jeans, Hosiery, Knitting, Partywear, Knitwear and Accessories. The expo ends on Thursday (18), 5 pm.

Quick facts

Couromoda

45th Couromoda - International Shoe, Leather Goods and Accessories Fair

Expo Center Norte – Rua José Bernardo Pinto, 333 - Vila Guilherme - São Paulo

January 15 to 18, 2018

Monday to Wednesday, 10 am to 8 pm

Thursday, 10 am to 5 pm

Find out more: <https://couromoda.com/en/fair/>

***Translated by Gabriel Pomerancblum**

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