

Leather from Portugal:

The Portuguese Leather Industry

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Secretary-general

APIC – Leather from Portugal



Portugal

- Leather manufacturers for more than 200 years
- With some development up to the first half of the XXth century
- 1960 with the introduction of chrome tanning the industry has a significant technological upgrade
- In the 80s, with strong investment in factories and infrastructures, the industry steps forward and reaches high production levels.
- The industry pioneers environmental concerns in Portugal



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Portugal

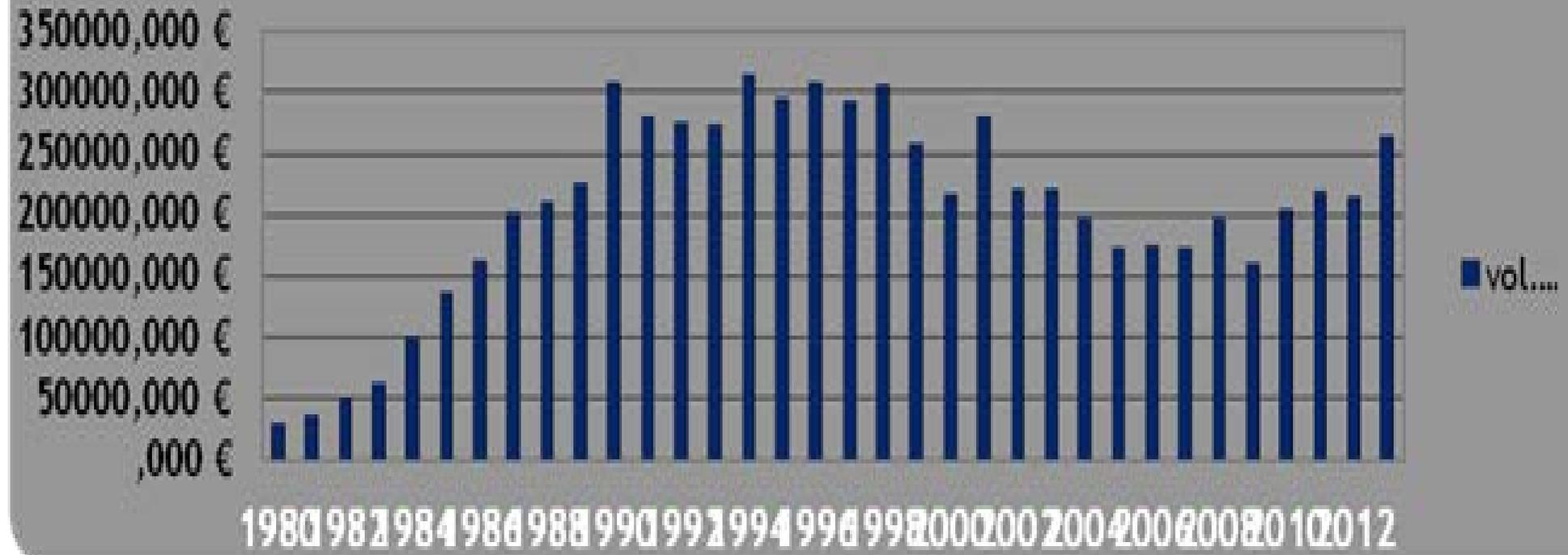
- From 1990, the industry needs “software”... CTIC, the Portuguese Leather Technology Centre is born
- 2000: The industry is highly dependent on the domestic market and on the footwear sector.
- Internationalisation and diversification become top priorities
- 2014: The industry reaches a direct exporting quota over 35%
- In 2 decades only, the industry multiplies the exporting quota by 7.



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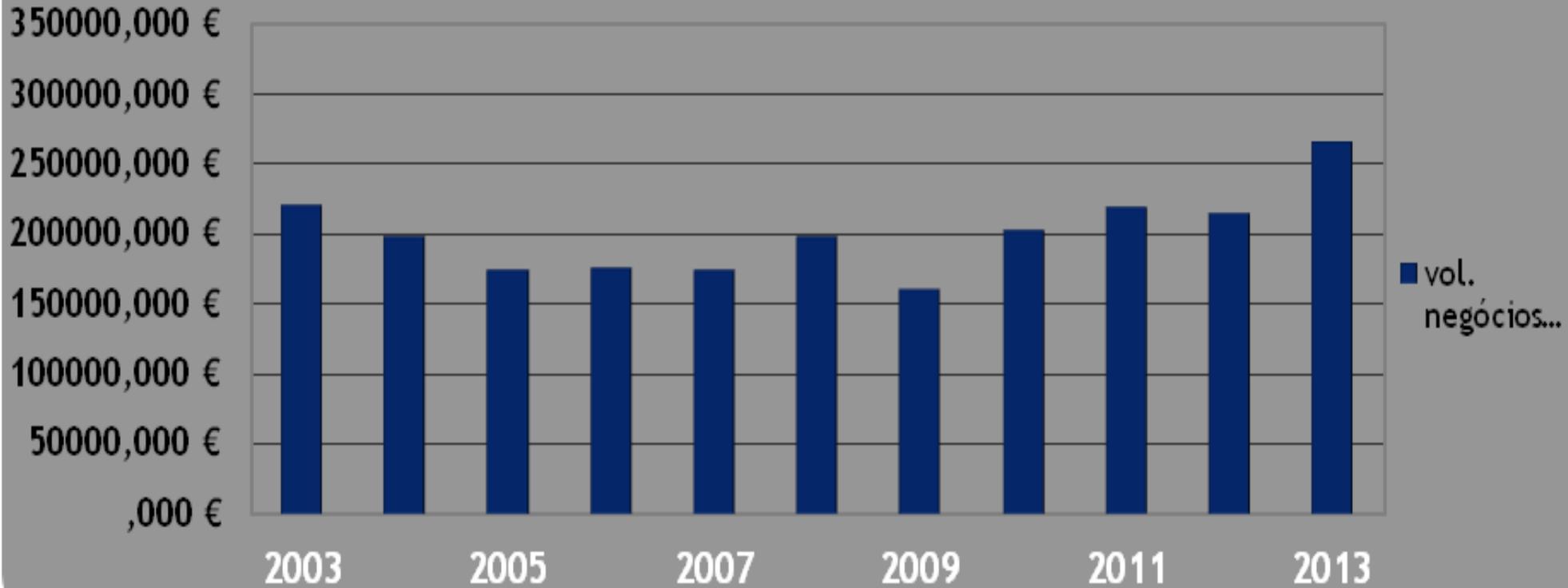
Portugal: Turnover evolution: 1980 / 2013

evolução do vol. de negócios (1980-2013)

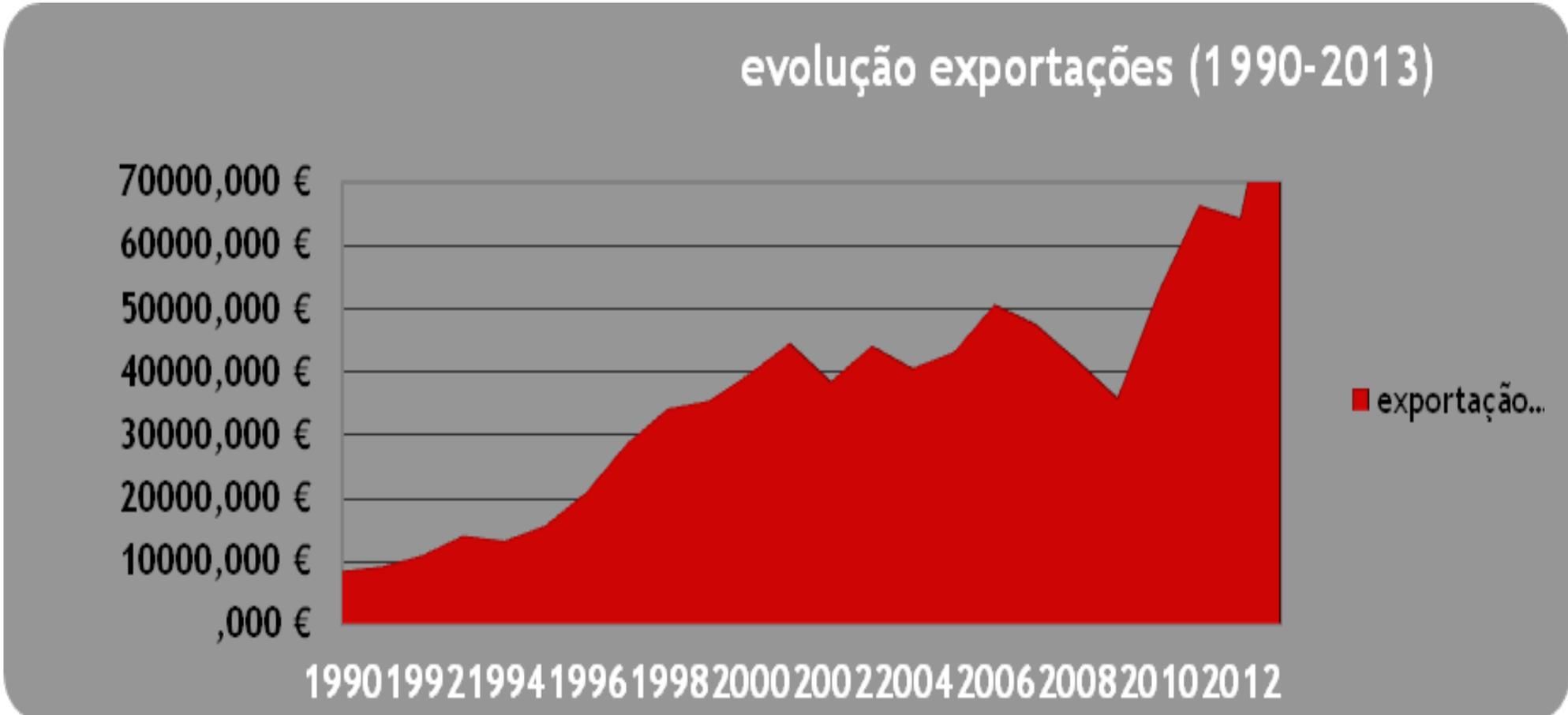


Portugal: Turnover evolution: Last 10 years

evolução do vol. de negócios (2003-2013)



Portugal: Exports evolution from 1990

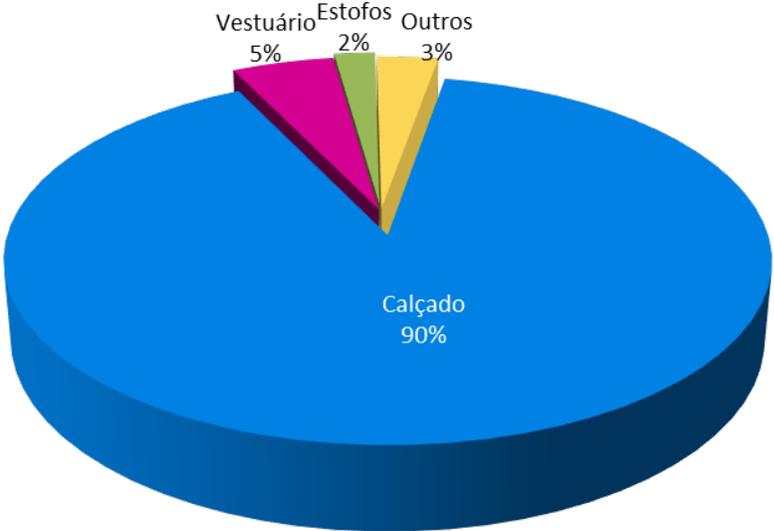


Portugal: Exporting quota from 1990

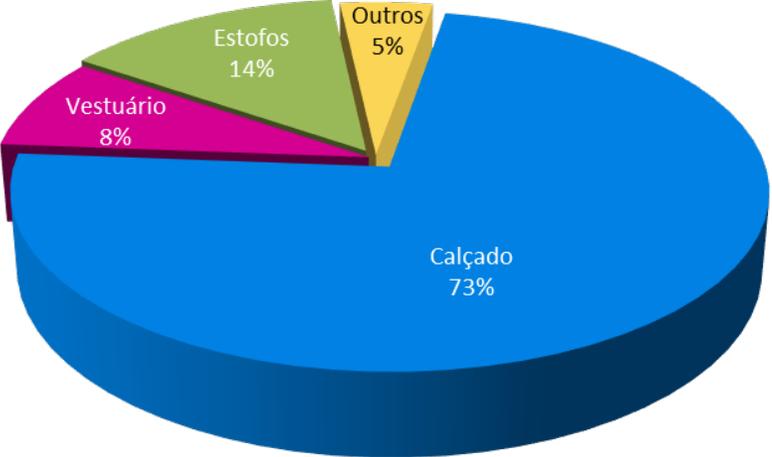


Portugal: Sales breakdown by sector

Vendas por setor 1993



Vendas por setor 2013



Portugal, Europe and the World

- Despite the difficulties, Portugal reveals one of best performances of the industry in Europe
- The closure of companies has meant relatively less in Portugal than in the general average of the industry around the world
- We keep 3 representative organizations in Portugal:
 - APIC: Association;
 - CTIC: Leather Technology Centre;
 - AUSTRALIA: Environmental Association



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Portugal, Europe and the World

- Portugal is present in the main Leather Organizations in the World



GERIC



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Portugal, a Europa e o Mundo

- We work with top world brands
- We work with top Portuguese brands
- We have our own brands and soon a Leather Museum



Portugal, Europe and the World

- Internationalisation: All over the world...
 - ANTEPRIMA – MILAN – ITALY (2 editions)
 - LINEAPELLE – NEW YORK – USA (2 editions)
 - PREMIERE VISION LEATHER – PARIS – FRANCE (2 editions)
 - LINEAPELLE – MILAN – ITALY (2 editions)
 - APLF – HONG KONG – CHINA (1 edition)
 - FUTURMODA – ALICANTE – SPAIN (2 editions)
 - GDS – DUSSELDORF – GERMANY (1 edition)



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Where are we

- Alcanena
- www.leatherfromportugal.com
- www.apic.com.pt

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THANK YOU!



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