



EMBASSY OF PORTUGAL TO THE UNITED STATES
MINISTRY OF FOREIGN AFFAIRS

The OECD appoints the Portuguese Shoe Industry as a *case study*

The OECD sees the shoe industry in Portugal as a case study in the country's economy.

"The shoe industry is an excellent example of modernization of the Portuguese economy", having upgrading their quality to competitive levels of design", says the international organization.

The OECD report (Portugal 2010) highlights the diversification of markets targeted by the industry, and that "Portugal was able in bringing the shoe industry to an international level, reaching high-income markets, while exploring a talent for diversity in its products".

The OECD notes that, between 2002 and 2008, "the number of certification of designers and logotypes grew from 6 to 32 and the number of certification of lines grew from 8 to 229". Portugal is turning out to be fairly strong in the market of women shoes, a new approach that reflects the transition for high-income markets, and ultimately a significant increase in the average price of shoes exported by Portugal.
(Jornal de Negócios)