



The Association of Guangdong Shoes Manufacturers  
广东鞋业厂商会

# Development Situation of Guangdong Shoes Industry in 2018-2019

## 2018-2019年广东鞋业发展产业报告

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## 2. Basic facts on Guangdong Shoes Manufacturing Industry 广东制鞋产业基本情况



**Survey on Guangdong Footwear Industry  
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**Footwear Exports in Guangdong  
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**Basic situation of domestic sales of  
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### 3. Major Difficulties in the Development of Footwear Industry in Guangdong

#### 当前广东鞋业发展面对的主要困难





## 4. New Opportunities for the Development of Footwear Industry in Guangdong 广东鞋业发展新机遇



With the help of businesses in Guangdong to develop business opportunities by "One belt and one road"

一带一路助力广东鞋企开展商机



Great Bay Area Planning and Business Opportunities in Guangdong, Hong Kong and Macao

粤港澳大湾区规划商机无限



Machine replacement + Internet of Things  
机器换人+物联网

## 5. Development characteristics of Guangdong shoemaking industry

### 广东制鞋行业发展特点

1

The advantages of industrial agglomeration are obvious and the industrial chain is perfected

产业聚集优势明显，产业链配套完善

2

Guangdong has become the fashion design center of China's shoe industry and the Innovation Center for the application of new materials and new technologies.

广东成为中国鞋业时尚设计中心和新材料、新技术应用的创新中心

## 6.Future Development Strategies and Trends of Footwear Industry in Guangdong

### 广东鞋业未来发展策略及趋势



Further improving product quality and cultivating international brands  
进一步提升产品品质，培育国际品牌



Strengthen exchanges and cooperation with other countries to give full play to the foreign and first-mover advantages of Guangdong shoe industry  
加强与国内外交流合作，充分发挥广东鞋业对外和先发优势



Building an industrial integration platform and seeking innovation and transformation in the whole industrial chain system  
打造产业一体化平台，在全产业链体系中寻求创新转型



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**Thank you for your attention**  
**感谢您的观看**

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