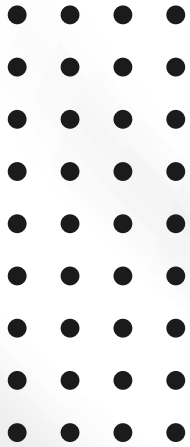


**POLAND SHOES**  
EXPO

FOOTWEAR & LEATHER  
& ACCESSORIES FAIR

**PF SHOW**

POLAND FOOTWEAR  
INDUSTRY SHOW



[www.polandshoesexpo.com](http://www.polandshoesexpo.com)

[www.pfishow.com](http://www.pfishow.com)

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# Why Poland?

The Republic of Poland is one of the largest countries in Central Europe, bordering Russia, Lithuania, Belarus, Ukraine, Slovakia, the Czech Republic and Germany. It is the hearth of EU and Russia besides being the transportation point to Asia.

Its northern frontier on the Baltic Sea gives it easy access to Scandinavian and North Sea ports.

Poland is the 6th populated country of EU and 35th of the world with more than 38 million population.

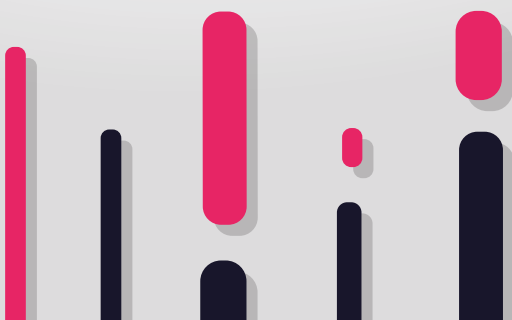
Poland is the biggest market of the 10 countries joined the EU in 2004. Retail market is growing regularly and so the domestic demand parallel to that.

The import volume in 2018 was 2 billion 800 million dollars. The export volume in 2018 was 2 billion dollars.

Poland, within EU countries; is the country which has the highest increasing rate on footwear imports by 32% in 2017-2018. Between 2014-2018 footwear import volume of Poland increased 16%. Poland has a %5 share in EU countries on import of footwear industry.

Having an import volume of \$80 million, it is in between Germany, Russia and Romania which are the top 10 importers. It is the area of transition between the EU and former USSR.

Growing  
Up.





## Poland Shoes Industry



Revenue in the Footwear market amounts to US\$5,029m in 2020.



The average revenue per person in the market for Footwear amounts to US\$132.24 in 2020.



In the market for Footwear, volume is expected to amount to 105 m prs. by 2020.



The average volume per person in the market for Footwear amounts to 2.66 pairs in 2020.



The average price per unit in the market for Footwear amounts to US\$49.66 in 2020.



## Advantages of Exhibiting

- Meet High Quality Buyers With Serious Purchasing Power
- Connect With Current And Future Strategic Partners
- Get The Highest Return On Investment
- Brand For Large Scale Awareness
- Enter Multiple Promising Markets Of An Entire Continent At A Single Event
- Demonstrate Industry Leadership
- Gain An Upswing Above The Competition
- Enjoy All Year Round Promotional Activities
- Put Business In The Spotlight
- Raise Business Profile
- Freshen Business Perspectives
- Broaden Business Reach
- Showcase And Demonstrate New Technologies
- Obtain Immediate Professional Feedback On New Products
- Capitalize On Reliable Marketplace Opportunities
- Generate New Business Leads
- Boost Export Activities
- Align The Brand With The Most Successful Textile Show In The Region
- Reach Customers Not Reach Before Through Regular Promotion Means



# RAISE BRAND AWARENESS

Make your business stand out and get a place for your brand in Poland with a population of 38 million and a bridge between EU & Russia



## BUILD STRATEGIC ALLIANCES

Generate leads for strategic alliances and most importantly, potential customers. Find distributors in Poland and enjoy B2B meetings.



## ANALYZE COMPETITORS

Poland Shoes exposes the strategies and best offerings of all the top brands in the industry! Analyze the industry in the region and generate product strategies



## DIRECT MARKETING

Join the onsite marketing and become a step ahead from your competitors. Enter the Poland footwear industry and let the industry see your quality

# **POLAND SHOES EXPO**

## **FOOTWEAR & LEATHER & ACCESSORIES FAIR**

### **Footwear Manufacturers**

- Men's & Women's Shoes
- Children Footwear
- Boots
- Sports Shoes and Sneakers
- Slippers
- Safety Footwear
- Military Footwear

### **Leather Accessory Manufacturers**

- Purses & Bags
- Wallets & Belts
- Belts
- Briefcases
- Travel Bags
- Designers
- Wholesalers, Associations, Foundations, Federations



# **EXHIBITOR PROFILE**

## **PFI SHOW**

## **FOOTWEAR INDUSTRY SHOW**

### **Footwear components manufacturers**

- Accessories
- Textiles
- Soles
- Heels
- Molds
- Leather goods materials and accessories
- Chemical manufacturers and suppliers
- Finished, semi-finished and raw leather manufacturers



# VISITOR PROFILE



**Government  
Officials**



**Investors &  
Businessmen**



**Industrialist &  
Factory Owners**



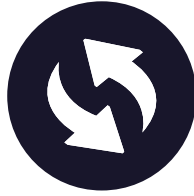
**Trade  
Delegations &  
Foreign Missions**



**Trade Buyers**



**Shoes  
Manufacturers**



**Importers and  
Traders of  
Footwear**



**Wholesalers &  
Distributors**



**Trade Associations &  
Federations**



**Fashion and  
Trend Creators**



**Consultants**



**Footwear & Leather  
Specialist**



**Online  
Shopping**



**Bags and  
Leather  
Manufacturers**



**Shoes  
Component  
Manufacturers**



**Design Houses  
Fashion  
Designers**



**Online  
Shopping**



**Product  
Developer**



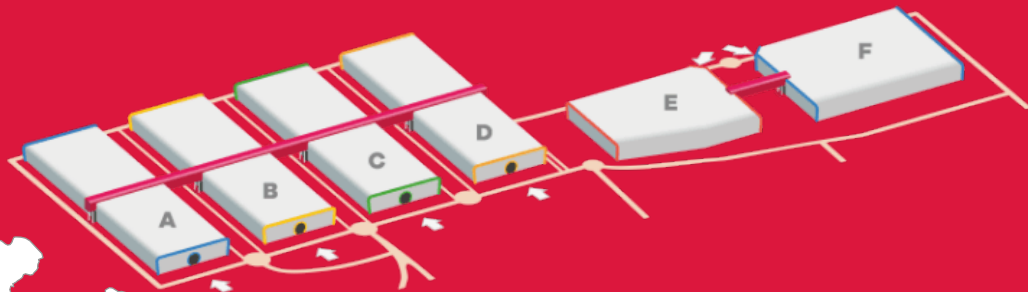
**Store Owners  
and Retailers**



**Trade Agents**

**POLAND SHOES**  
EXPO

**PF SHOW**



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