



THE 33RD SHOES & LEATHER - GUANGZHOU

INCORPORATING


INT'L FOOTWEAR EXHIBITION - GUANGZHOU

POST SHOW REPORT

15-17 MAY 2025


HALL 17.1-20.1 • AREA D • CANTON FAIR COMPLEX

TOP REPUTE CO. LTD.

 (852) 2851 8603


 TOPREPUT@TOP-REPUTE.COM

VIETNAM OFFICE

 (8428) 3823 8828


 INFO@TOPREPUTE.VN

GUANGZHOU OFFICE

 (86-20) 8363 1061

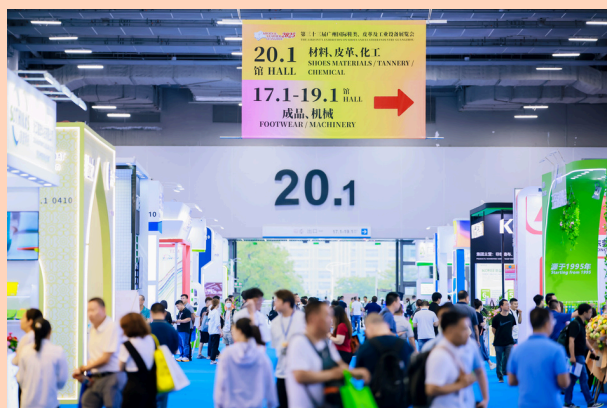
 TOPREPUTE@TOPREPUTE.COM.CN

SHANGHAI OFFICE

 (86-21) 6279 1306

 TOPREPUTE-SH@TOPREPUTE.COM.CN

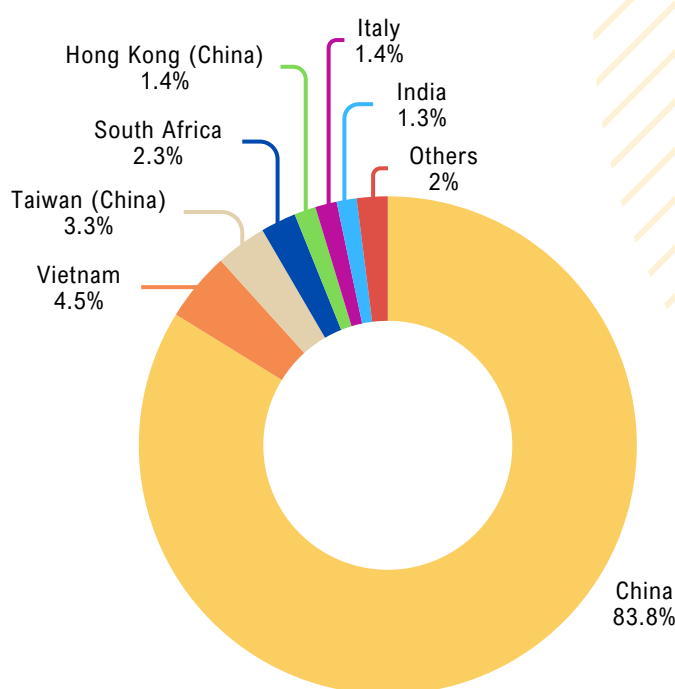
The 33rd International Exhibition on Shoes and Leather Industry - Guangzhou took place successfully from 15-17 May 2025 at the China Import and Export Fair Complex, Area D. The event provided attendees with a comprehensive market overview, showcasing the latest trends, innovations and business opportunities within the footwear and leather industry.



EXHIBITOR ANALYSIS

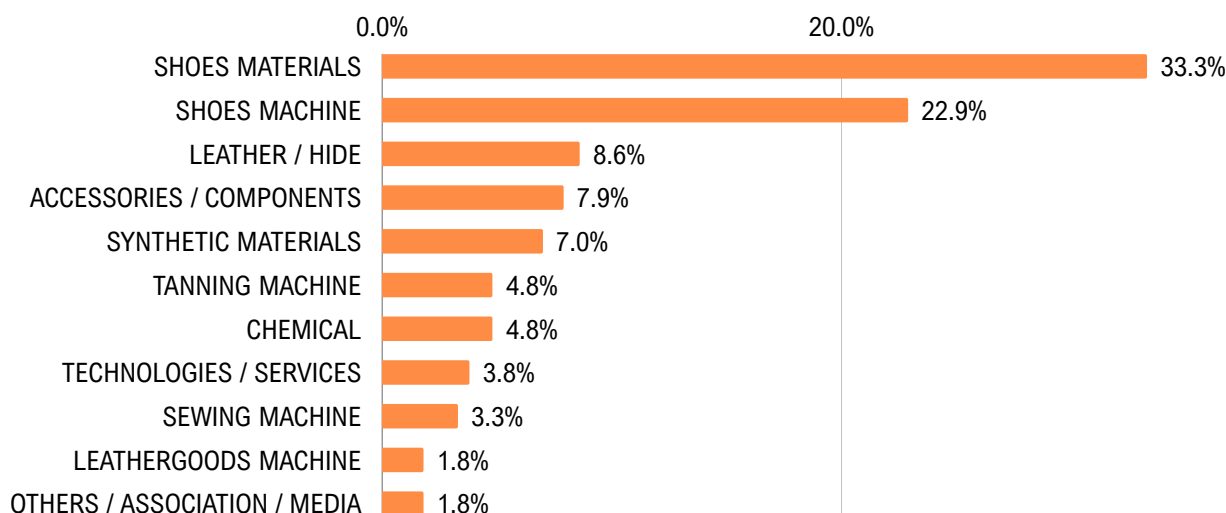
The 33rd Shoes & Leather - Guangzhou exhibition incorporating the International Footwear Exhibition (IFLE) – Guangzhou successfully hosted 726 exhibitors from 17 countries and regions, utilizing a 36,712 square meter exhibition space. The event played a crucial role in connecting businesses across the shoe-making machinery, leather machinery, leather, chemical and shoe materials industries, fostering innovation and industry growth.

BY COUNTRIES & REGIONS



“Others” refers to:
Bangladesh, Ethiopia, Germany,
Malaysia, Pakistan, South Korea,
Spain, Turkiye, Uzbekistan and
United Kingdom

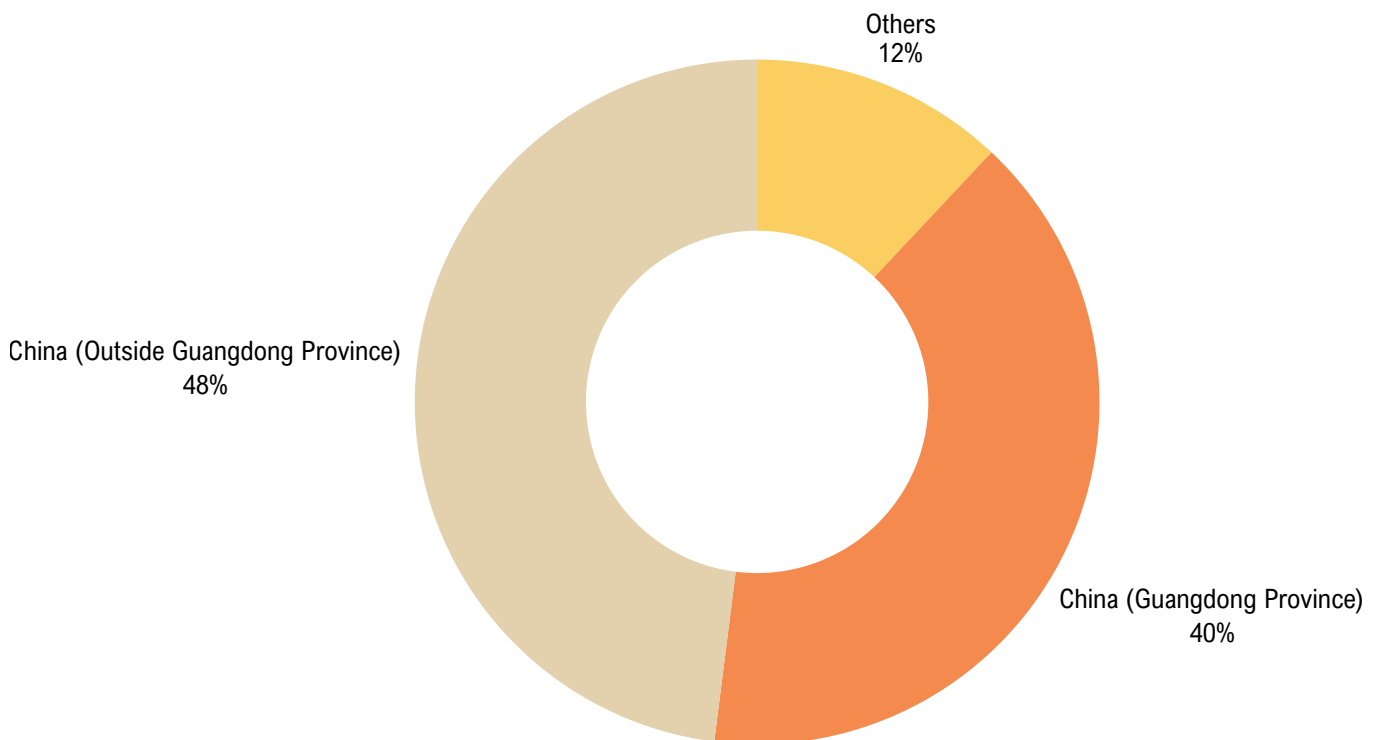
BY EXHIBIT PROFILE



VISITOR ANALYSIS

The Shoes & Leather - Guangzhou exhibition welcomed 13,565 attendees from 77 countries and regions, highlighting its global reach and industry significance. With dedicated exhibition halls for machinery and materials, the exhibition showcased a wide variety of products, ensuring an engaging and comprehensive experience for both exhibitors and visitors.

BY COUNTRIES & REGIONS



“Others” refers to:

Albania, Algeria, Argentina, Armenia, Australia, Azerbaijan, Bangladesh, Belarus, Belgium, Bolivia, Brazil, Cambodia, Cameroon, Canada, Colombia, Costa Rica, Denmark, Dominica, Ecuador, Egypt, Ethiopia, France, Germany, Ghana, Greece, Guatemala, Guinea, Hong Kong (China), India, Indonesia, Italy, Japan, Jordan, Kazakhstan, Kenya, South Korea, Kyrgyzstan, Latvia, Lebanon, Lithuania, Malaysia, Mauritius, Mexico, Mongolia, Morocco, Nepal, Netherlands, Nigeria, Oman, Pakistan, Peru, Philippines, Portugal, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Taiwan (China), Thailand, Tunisia, Turkiye, Turkmenistan, U.A.E., U.S.A., Ukraine, United Kingdom, Uzbekistan, Venezuela, Vietnam, Yemen etc.

CONCURRENT EVENT

INTERNATIONAL FOOTWEAR DESIGN COMPETITION (IFDC)

PERSONAL



WINNER OF CHILDREN FOOTWEAR
Stitch & Purr



WINNER OF SPORT FOOTWEAR
Mirror light



WINNER OF FEMALE TRENDY FOOTWEAR
XINHAOPAN GROUP AWARD - GOLD
CORAL MYSTIQUE



WINNER OF MALE FOOTWEAR
XINHAOPAN GROUP AWARD - SILVER
RUSIK REBOOT



WINNER OF FEMALE BOOT FOOTWEAR
HOBBIT TOWN



WINNER OF FEMALE LEISURE FOOTWEAR
XINHAOPAN GROUP AWARD - BRONZE
BARAIT

The 14th International Footwear Design Competition (IFDC), organized by the Confederation of International Footwear Conference (CIFA), sponsored and co-organized by Top Repute Co. Ltd., continued its mission of fostering innovation and collaboration in the footwear industry. Since its inception in 2008, the competition has showcased multinational designers' creative concepts while providing young designers with valuable opportunities to connect with manufacturers.

The event emphasized the significance of original product design, high-quality craftsmanship, and brand identity development. This year, it attracted 109 entries from 9 countries and regions, including China, Hong Kong, India, Indonesia, Malaysia, Philippines, Taiwan, Thailand and Vietnam. The winning designs were announced and awarded at the Opening Dinner Banquet, followed by an exhibition display throughout the event.

The competition was judged by a distinguished panel of 10 industry experts, including renowned designers, trend specialists, consultants and association representatives, ensuring a comprehensive evaluation of creativity and technical excellence.

List of Juror Committee: (In No Particular Order)

Ms. Na Duan (Beijing, China)
Mr. Bill Keith (Malaysia)
Ms. Henny Setiadi (Indonesia)
Mr. Eddie Lam (Hong Kong, China)
Ms. Siri-on Isarakula Na Ayuthaya (Thailand)
Mr. Manoj Bhaiya (India)
Ms. Vivien Hsieh (Taiwan, China)
Mr. Neil Li (Guangdong, China)
Mr. Hoa Duong (Vietnam)
Ms. Unyx Sta. Ana (Philippines)

ENTERPRISE



WINNER OF MALE FOOTWEAR
The Substance



WINNER OF CHILDREN FOOTWEAR
TWIST AND TREAT



WINNER OF FEMALE FOOTWEAR
ARANYA

CONCURRENT EVENT

SEMINARS

Industry experts and professionals shared valuable insights through presentations on cutting-edge technological advancements and emerging trends in research and design within the shoes and leather sectors. Their discussions highlighted innovation, sustainability and evolving market demands, providing attendees with a deeper understanding of the industry's future direction.



Themes of Seminars:

- “Forum: Global Supply Chains Shift: How Worldwide Respond to U.S. Reciprocal Tariff Policy” by representatives from HDS/L–The Federal Association of the German Footwear and Leather Goods Industry (Germany), Taiwan Footwear Manufacturers Association (Taiwan, China), Council for Leather Exports (India), China Leather Industry Association (China) and Indonesian Footwear Association - APRISINDO (Indonesia)
- “ZDHC Footwear Engagement Strategy & Work Plan 2025” by Dr. Andy CHEN, ZDHC Footwear Engagement Director
- “How to make your footwear more comfortable and fit?” by Ms. Lily LI, SATRA China Lab Manager and Mr. Hanks LEI, SATRA China Factory Service Manager
- “How Hugo Cross-border Empowers Made-in-China to Upgrade and Go Global” by Mr. Lü Ruochen, YUGUO (Xiamen) Technology Co., Ltd. Business Director of Hugo Cross-border
- “The New Wave of Cross-Border E-Commerce: How SHEIN Drives Brand Globalization” by Daisy, SHEIN Senior Business Development Manager of the Shoe Category Operation Center
- “How Amazon Enables Brands and Manufacturers to Go Global” by Emma, Sr.Seller Consultant
- “AliExpress's New Fiscal Year Strategy and Merchant Support Policies” by Mr. Zhuang Weizhong - AliExpress Head of Sports Footwear and Apparel Merchant Recruitment
- “Competing All Competitors Wisely: How to Create Blockbuster Products in an Overcompetitive Age?” by Mr. Binwen Guo - Founder of Sino West Bridge, an integrated design service platform

DESIGN WALK



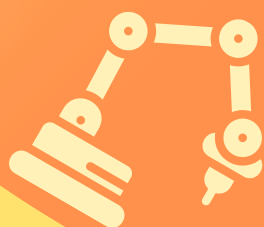
DESIGN WALK is a non-profit initiative supported by leading shoe manufacturers, industry federations and international footwear associations. The platform serves as a dynamic space for showcasing fashionable footwear, leather goods and accessories, aiming to inspire creativity and innovation within the industry. By highlighting new design concepts and fresh ideas, DESIGN WALK fosters a positive influence on trends, craftsmanship and brand development.



The 34th International Exhibition on Shoes and Leather Industry - Guangzhou

Canton Fair Complex Area D
Hall 17.1, 18.1, 19.1, 20.1

20-22 MAY 2026



ORGANIZERS

Top Repute Co. Ltd.
(852) 2851 8603
topreput@top-repute.com

Top Repute Co. Ltd.(Guangzhou)
(86-20) 8363 1061
toprepute@toprepute.com.cn



WWW.TOPREPUTE.COM.HK

 Top Repute Co. Ltd.