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Printed at:

Transilvania University Of Brașov Publishing House

B-dul Iuliu Maniu 41A

Tel: 0268 – 476050

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Publishing House accredited by CNCIS

Address no.1615 / 29 May 2002

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Descriere CIP a Bibliotecii Naționale a României

**PRESENT AND FUTURE CHALLENGES OF THE COMMON EU POLICIES.
INTERNATIONAL CONFERENCE (2008 ; Brașov)**

**Present and future challenges of the Common EU policies : International
Conference : Jean Monnet chair action : Brasov, 23 may 2008 : proceedings /
Transilvania University of Brasov. Faculty of Economic Sciences ; edited by Ileana Tache. -
Brașov : Editura Universității "Transilvania", 2008**

Bibliogr.

ISBN 978-973-598-253-9

I. Tache, Ileana (ed.)

II. Universitatea "Transilvania" (Brașov). Facultatea de Științe Economice

338(4)(063)

Transilvania University of Brasov
Faculty of Economic Sciences

PROCEEDINGS
International Conference
PRESENT AND FUTURE CHALLENGES OF THE
COMMON EU POLICIES

Jean Monnet Chair Action

23 May 2008

Edited by Ileana TACHE

TRANSILVANIA UNIVERSITY OF BRAȘOV PUBLISHING HOUSE

2008

FOOTWEAR MARKET DEVELOPMENT IN EU AND ROMANIA

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Abstract: The objectives of this article are to present the present development stage of international footwear market, and to compare UE and Romanian footwear market development.

To gain this aim we used the method of data analysis and synthesis, data which are obtained from different sources.

The results of this method applying shows that in EU and Romania the trend is:

- To concentrate the footwear industry on different market shares like: luxury footwear, brand products of high quality, fashion footwear or personalized products (baby footwear, old people footwear, or footwear for diabetics, hypo allergic people or not flammable footwear).
- To transfer most of the manufacturing of serial medium priced products to countries with low salaries (Maghreb and Eastern Europe).
- In Romania will be maintained the exports development
- The development of Romanian footwear industry will be possible until the workers salaries will be too big that this industry remains efficiently.

Key words: footwear industry, export, consumption, production, market development.

1. World Footwear Market

The footwear industry is characterized by the fact that the manpower is strictly necessary in the manufacturing process, and that its costs are a deciding factor in the success of the finite products. For this reason, the world footwear market has been moved from the traditional countries to countries like China, Brazil, Indonesia, Vietnam, and also to Mediterranean or East-European countries.

In 2002, the highest sales in the footwear field were recorded in Asia (5.4 billion pairs), followed by America (with 3.2 billion pairs) and Europe (with 2.5 billion

pairs). The British specialists have predicted that in 2007-2008, the Asian continent will keep its ascending consumption trend, while in Europe the increase in sales will be far smaller. The reason for this kind of development in Europe is the level of saturation achieved on the footwear market in the developed countries.

China, world leader in the footwear market, has as main target the export cheap products. The Chinese manufacturers do not invest at all in research or development activities, and they prefer to manufacture cheap imitations of foreign models. China produces 2.4 billion pairs of leather shoes, 1.6 billion pairs of fabric shoes a year and

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