

EXPORT TO CANADA NEWS

INFORMATION · ADVICE · CONTACT

FOOTWEAR EDITION

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© Photo by Alice Lee for Oliberté

MADE IN AFRICA: OLIBERTÉ'S QUEST FOR SUSTAINABLE SHOES

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UPCOMING WEBINARS

TFO Canada's Online Services: Introducing our New Research Tools

[Spanish:](#)

April 21, 2016 at 11am

[French:](#)

August 2, 2016 at 9am

[The Buying Process: Sobeys Canada](#)

June 16, 2016 at 10:30am
(in English)

View past recordings at:
www.tfocanada.ca/webinars

DELIVERING WITH PURPOSE

Earlier this month, TFO Canada celebrated International Women's Day by sharing stories of inspiring women who have succeeded in trade. Women around the world are making a difference in the lives of families, communities and countries through their efforts. The reason we showcase this day is to demonstrate the importance of empowering women and the positive impact this has on society.

Some of you may recall that the theme of my article in the last edition of our newsletter focused on "Why we do what we do". Well, this caused many of us at TFO Canada to stop and reflect more deeply on this question and to try and clearly articulate our Purpose.

As an organization that has been around for over thirty-five years, the time was right to check-in and see if the mandate that was given to TFO Canada in 1980 still holds true in 2016. Through careful deliberation and consultations with a number of key stakeholders including TFO Canada's staff, Board of Directors, Regional Representatives and Associates, our discussions led us to the crafting of a new *Statement of Purpose*. I hope you will agree that it is true to where we came from while representing how we have evolved as an organization.

"TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers."

Through our association with all of you, we will continue to work towards delivering on this Purpose.

Steve Tipman
 Executive Director
 TFO Canada



WEBINAR SERIES ON INTELLECTUAL PROPERTY

Presented in partnership with the Canadian Intellectual Property Office (CIPO)



Five-part webinar series held every Tuesday at 10:30am from May 3-31st, 2016 (in English)

A Certificate of Completion will be presented to those who attend all five sessions

[Click here](#) to register

1. Basics of Intellectual Property in Canada
2. How to register Patents in Canada
3. How to register Trademarks in Canada
4. Copyrights: International treaties, value of registering a copyright
5. What you should know about the export of Counterfeit goods into Canada (RCMP)

POLICY ON THE IMPORTATION OF INTEGUMENTARY TISSUES OF MAMMALS AND AVIAN SPECIES

There are few regulations for the footwear industry besides general regulation for apparel and the tariffs that are levied on the product.

Animal products such as leathers, hides, furs and wool found in finished footwear products are not subject to additional regulations by The Canadian Food Inspection Agency (CFIA), which is responsible for the regulation of imported integumentary tissue. This includes animal skins, hides and leather.

The requirements on these goods depends on the degree of processing, country of origin and other certification. Finished goods made from leather or hides are exempt from CFIA regulations as well as inspection. As for unfinished leather and hides that are hard dried, pickled in a solution containing mineral acid and packed in closed, sealed and leak-proof container and are still wet with solution or limed as to become de-

haired, they may be exempt from import requirements. However, they may be subject to a visual inspection upon arrival.

Some leathers and hides may be subject to additional regulations in order to comply with a number of acts set in place to protect the harvesting, preservation and production of leather goods. These include: Wild Animal and Plant Protection and Regulation of International and Interprovincial Trade Act if the leather is from an endangered animal, the Pest Control Products Act if the leather is preserved using chemical treatments and the Canadian Environmental Protection Act if leather is produced using bio-based processes.

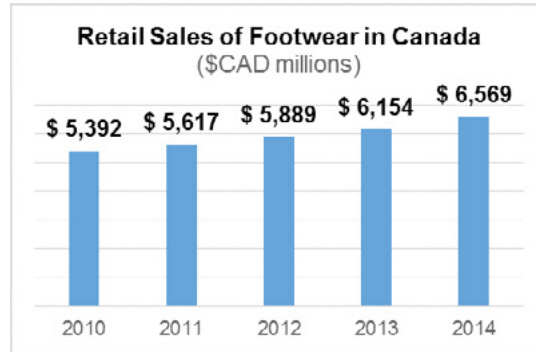
[Canadian Food Inspection Agency. Importation of Integumentary Tissue](#): The policy details seven procedures for importation of leather and hides.

TIPMAN'S TRADE TIP

"Commitment is key to success. While it is true that exporting can offer great rewards, you need to invest the appropriate time, effort and resources. Think of it as a being a long-term commitment and not a quick fix solution."

THE CANADIAN MARKET FOR FOOTWEAR

The future looks promising for footwear in Canada. The total footwear market reached a five year high of \$6.6 billion in retail sales in 2014. While figures show an average of 4% annual growth over the past five years (2010-2014), it is estimated that much of the recent growth in retail sales has been caused by the declining value of Canada's dollar and not actual consumption. Nonetheless, footwear was one of the top performing categories of apparel in the 2014-2015 season. Sales closely follow the fashion calendar and weather patterns, with warm winter boots during winter and strong sales of athletic shoes and sandals in the summer months.



Source: Statistics Canada, CANSIM Table [080-0022](#)

IMPORTS

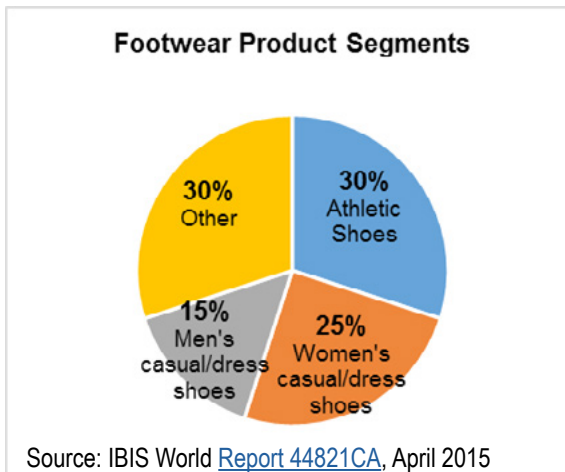
The majority of footwear demand is met through imports, which reached a total of \$2.7 billion in 2014. Most footwear is imported from China as well as other Asian countries like Vietnam, Indonesia, Cambodia and India. Europe is also an important footwear source, especially for high fashion shoes from Italy. Other TFO Canada client countries that are major sources of footwear include Mexico, Brazil, Bangladesh and Dominican Republic.

CONSUMER TRENDS

Women are the largest consumer group within this industry, with over half of all footwear purchases made by women aged 35 and above. Following the wider growth trends in men's fashion, the men's segment is attracting increasing attention and expected to be the center of growth in coming years. One of the biggest trends in footwear is a push towards comfortable and casual styles that offer orthopedic benefits without sacrificing style. Innovation within this industry has gained momentum with technological strides including footwear produced with 3D printing, nanotechnology, and self-tying laces. Footwear accessories are available at a much wider range of styles and price points.

ROUTE-TO-MARKET

The main buyers of footwear are shoe stores, clothing and accessories stores, mass merchandisers, department stores, and sporting goods stores. While some retail brands source directly from their own factories abroad, an estimated 90% of footwear buyers source products through agents and distributors. There are few specific regulatory requirements for footwear, however most items are subject to relatively high tariff rates. This creates opportunities for cost advantages for exporters from countries with bilateral free trade agreements or least developed countries that are eligible for [duty-free access to Canada](#).



Source: IBIS World [Report 44821CA](#), April 2015



MADE IN AFRICA: OLIBERTÉ'S QUEST FOR SUSTAINABLE SHOES



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1. Start with existing knowledge:

"Ethiopia has the largest livestock in Africa. The knowledge and craftsmanship for quality shoemaking were already present. We came in not with the attitude of making change for the sake of it, but of providing people an outlet for their skills and the chance to produce with respect."

2. Hire local management: "We hire local management because we want it to be sustainable. We want to create jobs

that will be available not just to the people we employ now, but for their children and their children's children. The way to make a lasting change is to work with the community and to train from the ground up."

3. Expect challenges and adapt:

Oliberté faced initial challenges sourcing from local factories. "There were cases where we ran out of a product or where we had to take additional orders outside of Ethiopia." Rather than pull out of the country, Tal opened his own factory in order to have more control over the supply chain.



4. Tell your story: "Sometimes it's tough to tell the story of how much good you are doing. But you have to spread the word and let people know that what you are doing works. Our customers have been incredibly receptive to the positive change we are creating."

5. Design a great product: "Always lead with the product first and the story comes after. One of our biggest challenges was getting people to believe that you can make great quality shoes in Ethiopia. We've overcome it by being patient, hiring great people and continuing to improve daily."



6. Certification helps: Oliberté became the world's first Fair Trade Certified Footwear Company in 2012. "We actually went out and chose the most difficult certification to show that it can be done, profitably. It is a huge thing for the rights of our employees and helps to guarantee that we are acting in their best interests."

Click here to learn more about [Oliberte](#)

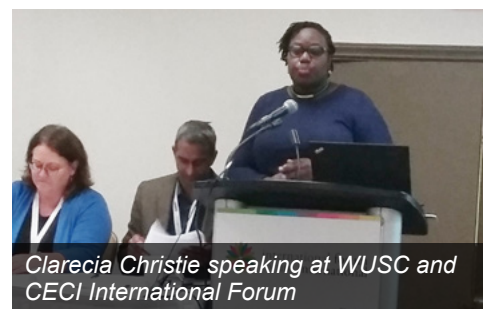
© Photos by Alice Lee

SNAPSHOT OF TFO CANADA ACTIVITIES

SHARING TFO CANADA'S SUCCESS STORIES AT WUSC AND CECI INTERNATIONAL FORUM

JANUARY 22, 2016

TFO Canada's Project Manager and Team Lead, TIS Clarecia Christie participated on a panel discussing "Private sector engagement in development: From corporate social responsibility to investment" at the WUSC and CECI International Forum. Program Director Laurent Viot and Project Manager, Latin America, Dominican Republic and Cuba, Marysabel Gonzales also attended the forum. TFO Canada hosted a booth at the event to promote its services.



Clarecia Christie speaking at WUSC and CECI International Forum

PRESENTATION TO THE GLOBAL ECONOMIC INSTITUTE AFRICA

FEBRUARY 2, 2016

TFO Canada's Executive Director, Steve Tipman participated on a panel at the Global Economic Institute Africa's

event themed "Entrepreneurship, Innovation, Philanthropy and Economic Development in Africa: Emerging Trends and Future Possibilities". Mr. Tipman presented on the TFO Canada's international trade programs and activities in the African region.



Steve Tipman shares TFO Canada's experience and programs in Africa

SNAPSHOT OF TFO CANADA ACTIVITIES

EXPORT TO CANADA SEMINARS IN HAITI

FEBRUARY 23 - MARCH 3, 2016

TFO Canada's Project Manager, Africa and the Caribbean, Amandine Gakima visited Haiti to conduct Exporting to Canada seminars in Port-au-Prince and Cap-Haitien. She also conducted workshops on corporate social responsibility (CSR) using the TFO Canada's Guide on CSR to offer practical information on how Haitian exporters can incorporate CSR into their business. The sessions were hosted in close collaboration with Canada's Trade Commissioner Service and Embassy in Haiti.



Amandine Gakima leads seminar on the Canadian market and CSR in Cap-Haitien

TFO CANADA-TIM HORTONS COFFEE PARTNERSHIP PROGRAM IN GUATEMALA

**TECHNICAL COMMITTEE MEETING
 FEBRUARY 22-24, 2016**

TFO Canada's Senior Project Manager, Lidia Karamaoun chaired the second Coffee Partnership Technical Committee meeting in Guatemala City on February 20th. While in the country, Lidia participated in field visits conducted in San Antonio La Paz, El Progreso (with Technoserve) and San Martin, Chimaltenango (with HRNS). There she had an opportunity to witness hands on training for good agronomy practices and farm management in both regions, as well as interact with the participating farmers and technical staff. The training in El Progreso was targeted at female farmers.

STEERING COMMITTEE MEETING MARCH 6-7, 2016

TFO Canada's Executive Director, Steve Tipman visited Guatemala on the occasion of the Steering Committee Meeting for the Coffee Partnership held in San Antonio La Paz, El Progreso. In celebration of 40 years of diplomatic relations between Canada and Guatemala, Steve presented on TFO Canada's activities in the country alongside the Canadian Embassy and local partners of Technoserve and HRNS. Steve had the opportunity to visit several beneficiaries of the program and participated in a training session on good agronomy with local farmers.



Lidia Karamaoun attending coffee plant pruning training for women in Guatemala

SEMINAR FOR TRADE REPRESENTATIVES ON FAIR AND ETHICAL ALTERNATIVES IN SOURCING

MARCH 10, 2016 IN TORONTO

TFO Canada's Regional Representative, Ontario, Alma Farias hosted a Seminar on "Fair and Ethical Alternatives in Sourcing." The event featured a panel of experts on fair and ethical sourcing and insights on the commercialization of fair trade products. Over 20 trade representatives from developing countries based in Toronto attended.



Steve Tipman speaks at Seminar with Trade Representatives from Toronto

PRESENTATION FROM ASSOCIATION OF QUEBEC RESTAURANT OWNERS

FEBRUARY 24, 2016

TFO Canada's Regional Representative, Quebec, Marc Germain, hosted an information session with Montreal-based trade representatives. Representative of the Association of Quebec Restaurant Owners, Ghislain Meillassoux gave a presentation on the association and spoke about their show adjacent to the SIAL show in April for their members including foodservice companies. The meeting was attended by representatives from Mexico, Haiti, Chile, Ecuador and Argentina.

TRADE REPRESENTATIVES TRAINING IN OTTAWA

MARCH 22-23, 2016

TFO Canada hosted representatives from 25 countries at its annual Trade Representatives Training in Ottawa. The event featured speakers from the Canadian Intellectual Property Office (CIPO) to outline Canada's regulations and process for registering intellectual property rights. TFO Canada Project Managers Clarcia Christie and Amandine Gakima also presented on "Navigating Trade Information for Exporters' Needs" offering practical tools from www.tfocanada.ca to help assist exporters access the Canadian and international markets.



English Trade Representatives Training in Ottawa on March 22

HARNESSING THE RICH HISTORY OF WEAVING IN SWAZILAND

Weaving together tradition with innovation, Gone Rural is championing a new model of social enterprise to empower women in rural communities. The company supports 750 women artisans in Swaziland, producing world-class collections of baskets and tableware that are crafted from locally sourced Lutindzi grass and other natural fibers. The results are stunning. Gone Rural's handmade products are featured in design showrooms around the world including in Canada through [Ten Thousand Villages](#) and [Far and Wide Collective](#). When Gone Rural started its work in the 1960s, women in Swaziland had the status of minor children under the law. But through a strong commitment to women and organic growth, the company is using creativity to ignite change in rural communities.

Gone Rural was first introduced to TFO Canada Associate Kathleen Holland at a trade show in Johannesburg, South Africa. After seeing the quality of Gone Rural's products, the company was selected to participate in TFO Canada's Design Africa program. Under the Design Africa Program collaborating with trade experts and designers from across Africa, Gone Rural received business support and exposure to international markets. "The marketing materials they put together were way ahead of their time and did justice to our work.



Sibongile Zwane began weaving with Gone Rural seven years ago, learning new techniques and designs to expand her skills

It really innovated our brand," says Julie Nixon, Managing Director at Gone Rural. Design Africa also sponsored Gone Rural to attend a number of international trade shows, including the Ingarda Trade Show in South Africa and the SIDIM design show in Canada in 2007. This exposure helped to increase the company's sales and presence in international markets.

The key to Gone Rural's model is flexibility. With the goal of taking craft to market, Gone Rural builds on women's traditional artisan skills to train them in new techniques and contemporary designs. Weaving allows the women to

work at home on their own time, so the fabric of their lives does not change. Gone Rural's philosophy is to pay its artisans twice the minimum wage in Swaziland: for every product sold, between 40-48% of the wholesale price goes back to the woman who made it in wages. This income is helping to elevate women's status and control over resources in their own homes. "90% of our women now report that they are the chief decision makers in their home economically, compared to 38% nationally," says Julie.

Click here to learn more about [Gone Rural](#).

TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers. We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit of smaller male and female owned/managed exporters from developing countries and for the men and women they employ. Founded in 1980, TFO Canada is a non-governmental, non profit organization.

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