

Spanish shoe company wants a larger footprint in Japan

Seville-based Spanish shoe company Masaltos gets nearly two thirds of its revenue from overseas sales, with Japan accounting for 4%

Masaltos is keen on the EU-Japan trade deal because by cutting export costs it will help the company become more competitive and increase sales in one of its most competitive markets.

“Being able to sell handmade shoes in Japan is a challenge: language, customs, marketing and ways to sell - even the design of the footwear is different.

In terms of international trade, the main challenge is costs. We export to about 90 countries, and Japan is one of the markets with the highest tariffs.

We can overcome this because our product is a luxury shoe aimed at a clientele with high purchasing power, but not all goods can succeed on that market if such high export costs have to be passed on to the consumer in the final price.”