

V FORO LATINOAMERICANO DE CALZADO y XIII ENCUENTRO DE CÁMARA DE INDUSTRIAS DE CALZADO

organiza:



Latinoamérica, una fuerza productiva del calzado para el mundo



• 12 y 13 de agosto de 2010 • Ambato - Ecuador








Mejorando la Competitividad Global de la Industria del Cuero en América Latina

Ivan Kral



Datos por Región

	AFRICA	ASIA (excl. CH)	CHINA	EUROPE	LATIN AMERICA	NORTH AMERICA	OCEANIA
	14.5 %	40.8 %	19.7 %	10.9 %	8.6 %	5.0 %	0.5 %
	6.2 %	21.5 %	16.1 %	16.0 %	23.4 %	13.2 %	3.6 %
	1.7 %	23.0 %	21.4 %	27.3 %	18.6 %	6.0 %	1.6 %
	1.3 %	21.1 %	63.5 %	6.0 %	6.6 %	1.4 %	0.1 %
	3.7 %	26.3 %	14.8 %	25.1 %	8.8 %	20.2 %	1.1 %

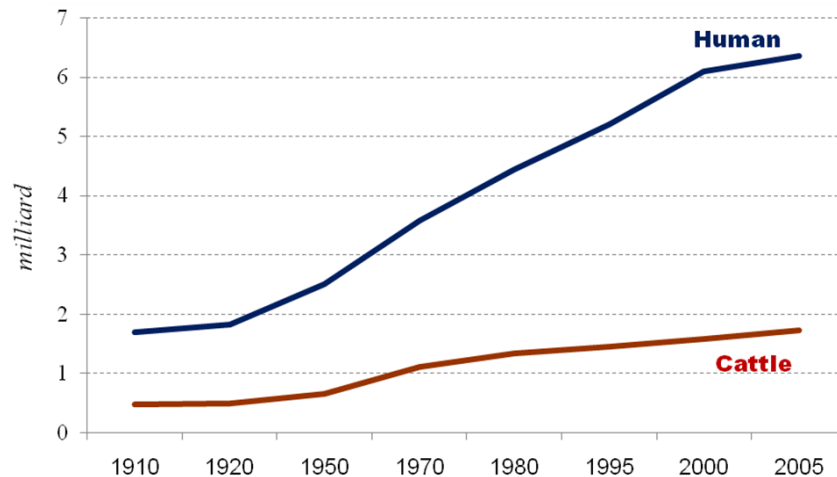


Todavía se necesita cuero?



EL CUERO – Material de lujo

- La población humana crece más rápido que la población animal.



- El 52% del cuero genuino producido a nivel global se utiliza en la fabricación de zapatos
- La demanda de cuero de tapicería está creciendo rápidamente (especialmente para el sector automotriz)



Desventajas

- La calidad de la materia prima (cuero, hides)
- Acceso limitado a la materia prima – barreras comerciales
- Contaminación producida por la industria de curtiembre
- Infraestructura, mano de obra
- Inteligencia de mercados débil



Barreras para el desarrollo del sector

- Medio Ambiente
- Infraestructura
- Ambiente adecuado para su desarrollo
- Instituciones de Capacitación
- Brecha entre Tecnología y Desarrollo

Amenazas (para el uso del cuero)

- Activistas de derechos de animales
- Sustitutos




savethekangaroo.com

adidas 'KILLING FOR KICKS' Kangaroos Killed for Sport: Join our campaign to stop Adidas using kangaroo skin

Each year, millions of kangaroos are killed in what is widely regarded as the largest wildlife massacre on the planet.

Shocking, the number one supporters of this barbaric trade are sports shoe manufacturers, who purchase the skins and turn them into football boots. Adidas, one of the industry's biggest customers, is a major driving force behind the industry.

In 2006, David Beekham, who is paid millions of pounds to promote Adidas products switched to synthetics after years of wearing kangaroo football boots. This was, in part, due to Vivai's campaign. Read more about it [here](#). However, despite Beekham's change of heart Adidas continues to make many other football boots out of kangaroo leather.

Back in July 2002 Vivai was leaked an email sent out by John Kelly, spokesperson for the Kangaroo Industry Association of Australia, which stated:

"This (soccer boot) industry is vital to the kangaroo industry. Without it underpinning kangaroo skin prices the entire industry would be at risk. Adidas have received to date over 10,000 emails complaining about their use of kangaroo leather...and are obviously concerned about damage to their image."

This is proof that Adidas - and the other companies using kangaroo skin are responsible for the violent and unnecessary deaths of adult kangaroos and their baby joey's - all for the sake of a sports shoe!

There is no excuse for Adidas to continue supporting an industry that causes so much suffering. The original designs of the Predator boot, ex-Liverpool player Craig Johnston, has publicly stated:

"The original model [of the Predator] was an all-rubber shoe. Synthetics, rubbers and new materials are definitely the future of football boots. I don't agree with killing kangaroos."

There are modern, hi-tech synthetic fabrics available which Adidas could switch to right now. The fact that Adidas' own Backham, version of the the absolute Predator is made from synthetics dispels the myth once and for all that top football players won't wear synthetics! Ronaldo - arguably the best football player in the world - wears a boot which is made of 100 per cent synthetic materials. If boots made from synthetic materials are good enough for Ronaldo (and now David Beckham) then Adidas has no excuse for not using them too!

Adidas are well aware of the cruelty behind the kangaroo industry. Vivai has written to them on countless occasions, sent them harrowing videos, footage of a kangaroo hunt - presented them with a report into cruelty in the commercial kangaroo industry (based on evidence collected by the Australian RSPCA) but still they fund the kangaroo massacre.

By continuing to use kangaroo-skin, Adidas is showing itself to be devoid of compassion and ethics. The Predator boot is living up to its name, leaving a trail of blood to the outbreak.

Vivai is calling for an international boycott of all Adidas products. We must make Adidas realise that people will not tolerate our planet's wildlife being slaughtered for unnecessary, luxury items such as football boots.

We need your help! Please support our campaign to save the lives of millions of kangaroos and their babies!

Click [here](#) for what you can do to help

If you have complained to Adidas about their use of kangaroo skin and received a standard reply, please click [here](#) to read Vivai's response to the claims Adidas makes.

This web site has been created by





Programa Regional – Mejorando la Competitividad Global de la Industria del Cuero de American Latina

- Idea del Programa entregada en el 1er Foro Latinoamericano (Buenos Aires – 2007)
- Componente especial agregado para tratar los temas de procesamiento de *cuero* / *control de contaminación*
- Concepto del Programa y sus componentes fue circulado a los participantes
- Misiones de Expertos de ONUDI – **Asistencia Preparatoria:**
 - *Mr. F. Schmél*: Brasil, Argentina, Chile, Colombia, México, Paraguay
 - *Mr. H. Springer*: Bolivia, Ecuador, Perú, Venezuela
 - *CIATEC*: para revisar Centro América (**priorizados**: Costa Rica, Cuba, Republica Dominicana, Guatemala, Nicaragua).
- *Focalización* en intervenciones directas en cada país.
- Finalización del Documento de Programa y de Documentos de Proyecto para 13 países (Elaboración concluida en el 2010)



COMPONENTES del Programa

1. **Benchmarking** del desempeño de la industria.
2. Introducción de **tecnologías más limpias y ambientalmente amigables** y reducción significativa de la cantidad de contaminantes y desechos.
3. Inteligencia de **mercado** mejorada, desarrollo de productos.
4. Aumento en la **productividad**, mejoramiento de las plantas de producción.
5. Introducción/mejoramiento de los sistemas de **garantía de calidad**.
6. **Coordinación** de los esfuerzos nacionales para desarrollar una cooperación a nivel regional.



Cobertura a nivel de Sub-sectores

- **Procesamiento de cuero/curtiembre — *control de contaminación***: minimización de desechos/ producción más limpia, tratamiento de afluentes, manufacturación de subproductos, disposición adecuada de desechos sólidos.
- **Producción de Calzado**: marketing, desarrollo de productos, garantía de calidad, mejora en la productividad, promoción de inversiones.
- **Productos de cuero**: ropa de cuero, guantes, artículos de cuero, tapicería, artículos deportivos (sujeto a las prioridades de cada país participante).



Matríz del Proyecto: Curtiembre

Component	ARG	BOL	BRA	CHI	COL	CUB	DOM	ECU	GUA	HON	MEX	NIC	PAR	PER	SLV	VEN
Benchmarking of industry performance	Green	Green	Green	Green	Yellow	Grey	Grey	White	White	Green	Green	Green	Green	Green	Yellow	Green
Introduction of cleaner/environmentally sound production	Yellow	Green	Yellow	Yellow	Green	Grey	White	Green	White	Grey	Yellow	White	Green	Green	White	Green
Improved marketing intelligence	Yellow	Green	Yellow	Yellow	Yellow	Green	Grey	White	Green	Green	Yellow	Yellow	White	Green	Green	Green
Increased productivity	Yellow	Green	Yellow	Yellow	Green	White	Yellow	Green	White	Green	Green	Green	Green	Green	Green	Green
Introduction/enhancement of quality assurance systems	Yellow	Green	Green	White	Green	Grey	Grey	Green	White	Grey	White	White	Green	Yellow	White	Green
Coordination of national efforts in regional cooperation	Yellow	Green	Green	Yellow	Green	Green	Yellow	White	Yellow	Yellow	Green	Yellow	Green	Green	Yellow	Green



Matríz del Proyecto: Productos de Cuero

Component	ARG	BOL	BRA	CHI	COL	CUB	DOM	ECU	GUA	HON	MEX	NIC	PAR	PER	SLV	VEN
Benchmarking of industry performance	Green	Green	White	Yellow	Yellow	White	White	Green	Yellow	Yellow	Yellow	White	Yellow	Green	Green	Green
Introduction of cleaner/environmentally sound production	Yellow	Yellow	Green	White	Yellow	White	White	White	Yellow	White	White	White	White	Yellow	Yellow	Green
Improved marketing intelligence	Green	Green	White	Green	Green	Green	White	Green	Green	Green	Green	Green	Green	Green	Green	Green
Increased productivity	Yellow	Green	Yellow	Yellow	Green	Green	Yellow	Green	Green	Green	Yellow	Yellow	Green	Green	Green	Green
Introduction/enhancement of quality assurance systems	Yellow	Green	Green	White	Green	White	White	Green	White	White	White	White	Green	Yellow	White	Green
Coordination of national efforts in regional cooperation	Yellow	Green	White	Yellow	Yellow	Green	Yellow	White	Yellow	Yellow	Green	Yellow	Green	Green	Yellow	Green



Mobilización de Fondos

- Coordinación al interior de ONUDI (Oficinas de Campo – División de Programas y Cooperación Técnica – Area de movilización de fondos)
- Unión Europea/Comisión Europea – Convocatorias a propuestas, Programas de acción
- Donantes tradicionales
- Nuevos donantes (Instituciones financieras?)



UNITED NATIONS
INDUSTRIAL DEVELOPMENT
ORGANIZATION

Gracias

I.Kral@unido.org