

Nearly 30 Chinese Footwear Companies Exhibit at Sourcing at MAGIC in Las Vegas

CCCLA-organized pavilion brings manufacturers from five provinces to meet North American buyers

LAS VEGAS, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Nearly 30 Chinese footwear companies exhibited at Sourcing at MAGIC this month, filling roughly 400 square meters of floor space with fashion, casual, outdoor, athletic, home, and industrial safety footwear.

The China Footwear Pavilion was organized by the China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA). Exhibitors traveled from Guangdong, Zhejiang, Fujian, Jiangxi, and Henan, provinces that between them account for a large share of China's shoe manufacturing.

China has manufactured footwear for export for decades. What's changed is what companies are bringing to the table now: original designs, sustainable materials, and production lines that can turn around smaller, more customized orders. Several exhibitors said buyers this year asked more about design origination and material sourcing than about unit price alone.

For many of the companies at the show, the pavilion was a chance to sit down directly with North American buyers not just to display samples, but to work out order details, discuss lead times, and in some cases start relationships that hadn't existed before the show. Putting close to 30 companies under one roof also made it easier for buyers to compare options



The Team



The participants of PCF

in one pass through the hall, rather than tracking down manufacturers one at a time.

A number of exhibitors said they're no longer treating North America purely as a manufacturing-for-hire market. They're building their own brands, lining up distributors, and trying to turn one-off orders into repeat business. The size of the pavilion at Sourcing at MAGIC this year is one sign of that shift.



About CCCLA -

The China Chamber of Commerce for Import and Export of Light Industrial Products and Arts-Crafts (CCCLA) represents Chinese exporters of light industrial goods, including footwear, and organizes pavilions at trade shows worldwide to connect member companies with international buyers.

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