

FDRA 工厂会员

FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA FACTORY MEMBERS

完善提升您的企业 成为FDRA的工厂会员

Enhance and Grow Your Business. Join FDRA as a Factory Member.



FDRA是什么组织?

Who is FDRA?

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美国鞋业经销商及零售商协会(FDRA)成立于1944, 是美国成立时间最早、规模最大和认可度最高的鞋类贸易协会。其会员在美国本土贡献出约80%的鞋类销售额。

Founded in 1944, the Footwear Distributors and Retailers of America (FDRA) is the oldest, largest, and most recognized footwear trade association in the US. It's members account for over 80% of all U.S. footwear sales.

为什么加入FDRA?

Why Join FDRA?

FDRA的工厂会员多达70多家, 在FDRA协助下有机会与美国鞋业高管们沟通交流, 并能够及时收到关键信息和支持, 应对各种鞋行挑战。FDRA给工厂提供全面周到的服务, 尽量满足工厂要求, 是行业中的佼佼者。

FDRA boasts more than 70 factories as members, helping them network with U.S. footwear executives and providing them vital information and assistance. No other association can match FDRA's services to footwear factories.

美国各大鞋业公司和品牌几乎都是FDRA的会员

Nearly every major U.S. footwear company and brand are FDRA members.

ALDO • BBC International • Birkenstock • Blackstone Shoes • Brooks Sports Brown Shoe Co. Camuto Group • Chinese Laundry • Cole Haan • Clarks • Columbia Sportswear • Converse DSW • Deer Stags • Deckers • Dynasty Footwear • E.S. Originals • Elan Polo • Flexi • Foot Locker Fortune Footwear • Ever Rite • Golden Chang • Golden Pacific LXJ • H.H. Brown International Seaway Trading Corp. • J.René • J.C. Penney • Jimlar Corporation • K-Swiss LaCrosse Footwear • Marchez Vous • NIKE • The NPD Group • Payless Holdings • Pou Chen Puma • R.G. Barry • Rack Room Shoes • SG Footwear • Schwartz & Benjamin • Sears Shoe Carnival • Skechers • Stella • Steve Madden • TATA International • The Topline Corp. Under Armour • Vionic • Walmart • Weyco Group • Wolverine Worldwide • Zappos

FDRA执行委员会

FDRA's Executive Committee



Rick Muskat
FDRA Chairman;
Principal, Deer
Stags Concepts



Edward Rosenfeld
FDRA Vice Chairman;
CEO, Steve Madden



Mike Jeppesen
FDRA Treasurer;
President of Global Ops,
Wolverine Worldwide



Greg Tunney
Past FDRA Chairman;
President and CEO,
RG Barry Brands



Matt Priest
President
FDRA

会员福利

Membership Benefits



社会交往：加入FDRA的工厂成员，可以充分接触美国各界高管和企业，开发开拓商机。

Networking: Factories who are FDRA members have great access to U.S. executives and companies.

FDRA负责为工厂成员组织联谊，满足美国各大首席执行官和高管诉求并与他们积极互动，同时联络其他工厂主、分享各自的最佳实践。FDRA还帮助筹备工厂考察、美国本土会议，以及邮件和电话通信，把工厂引荐给美国企业高管。



培训：加入FDRA的工厂成员，参加研讨会享受折扣，还能免费接受在线培训，巩固客户关系。

Training: Factories who are FDRA members receive discounts on workshops as well as free online training to help them enhance customer relations.

工厂成为FDRA会员后，参加中国各地的培训研讨会可享受大幅度折扣。它们有机会了解规程新变动、需求变迁；聚焦新技术和创新，提升生产质量和效率——降低成本的同时，推动利润攀升。FDRA还推出新的在线合规培训项目，FDRA工厂成员可免费参与



知识：加入FDRA的工厂成员，能学习到切实的业务知识、提高销售业绩。

Knowledge: Factories who are FDRA members receive actionable business intelligence to help increase sales.

美国鞋类企业和品牌，希望工厂能接受良好教育、快速准确地适应飞速变化的市场。FDRA的工厂成员项目（Factory Member Program）向工厂提供美国重要的销售数据、测试规程详情、全球生产和供应链最佳实践、符合新的《鞋类生产行为准则》的深度支持，以及负责任工厂项目（Responsible Factory Program），在降低成本的同时，提高生产力、增加利润。



小额投资、加入FDRA，您必将获得巨大收益!

A small investment in membership today means a larger return tomorrow!

“今日社会责任要求不停变更，工厂的绩效愈加重要，因此在筛选合作工厂时，FDRA成员会是我们的首选。工厂凭借着FDRA会员身份往往在竞争中处于优势地位，因为他们从FDRA获取了最新的社会责任信息和深入的行业分析。”

- Mike Jeppesen, Wolverine Worldwide全球运营部总裁

“In today’s environment of changing compliance requirements and increased focus on factory performance, we prioritize factories who are FDRA members. FDRA membership really gives the factories an upper hand because of how FDRA supports them with up-to-date compliance information and industry insight.”

- Mike Jeppesen, President, Global Operations Group, Wolverine Worldwide

FDRA工厂会员的实惠会费

FDRA's Factory Member Low-Flat Rate

FDRA工厂会员每年只需缴交6000美元的会费。

FDRA Factory Members pay a low-flat rate of \$6,000USD annually.

成为会员后即可享受所有服务和帮助，免费咨询，免费的行情报告，同时也能够与美国行政主管进行沟通交流，享受各种培训优惠，获得行业的认可等。

This investment covers all services and assistance, including free consulting, free reports on important trends, networking with U.S. executives, discounts on workshops, industry recognition and more.

若有意成为会员，请发邮件至info@fdra.org与FDRA联系。我们随后会发出一份表格，完成填写和提交后，FDRA会在下一期的行政公告中介绍贵公司。此公告的读者范围极广，其中包括数以百计的美国行政主管。

To join, please contact FDRA at info@fdra.org. You will be sent a form to fill out and will be profiled in FDRA's next Week in Review Bulletin which reaches hundreds of U.S. executives.

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