

Footwear & Politics

By Thomas Crockett • Apr 02, 2025

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President Trump announced his reciprocal tariff plan this afternoon.

Critical FDRA member-only information below. Emergency call tomorrow.

President Trump imposes reciprocal tariffs



This afternoon, in his first Rose Garden speech of his second term, President Trump announced his plan to impose reciprocal tariffs on many countries.

- The President said, “ultimately more production at home will mean stronger competition and lower prices for consumers.”

We will hold an emergency call with FDRA members tomorrow to discuss the order in detail and answer questions.

[Register here](#)

Tell me more: The U.S. reciprocal rates are based on the Trump administration’s calculation of tariff and non-tariff barriers for each country.

- The president claims he is doing half of the rate for each country of what he could impose.

All countries: There will be a baseline 10 percent tariff on all goods coming into the U.S.

- Footwear from Brazil, for example, will have a 10 percent added tariff rate.

High tariff countries: Goods made in countries where the U.S. runs a high trade deficit will have a higher tariff than the 10 percent baseline. The breakdown of added tariffs includes:

China: 34 percent tariff

Vietnam: 46 percent tariff

Indonesia: 32 percent tariff

Cambodia: 49 percent

Japan: 24 percent tariff

India: 26 percent tariff

EU: 20 percent

Malaysia: 24 percent

Thailand: 36 percent

South Korea: 25 percent

Critical documents

Borden, Hailey H. EOP/WHO Wednesday, Apr 2 at 5:15 PM

To: Borden, Hailey H. EOP/WHO Cc: Goyer,

Good Liberation Day,

Today, President Trump took historic action and imposed responsive tariffs to strengthen the international economic position of the United States and protect American workers. President Trump is invoking his authority under the International Emergency Economic Powers Act of 1977 (IEEPA) to address the national emergency posed by the large and persistent trade deficit that is driven by the absence of reciprocity in our trade relationships and other harmful policies like currency manipulation and exorbitant value-added taxes (VAT) perpetuated by other countries.

- Using his IEEPA authority, President Trump will impose a 10% tariff on all countries.
- **This will take effect April 5, 2025 at 12:01 a.m. EDT.**
- President Trump will impose an individualized reciprocal higher tariff on the countries with which the United States has the largest trade deficits. All other countries will continue to be subject to the original 10% tariff baseline.
- **This will take effect April 9, 2025 at 12:01 a.m. EDT.**
- These tariffs will remain in effect until such a time as President Trump determines that the threat posed by the trade deficit and underlying nonreciprocal treatment is satisfied, resolved, or mitigated.
- Today’s IEEPA Order also contains modification authority, allowing President Trump to increase the tariff if trading partners retaliate or decrease the tariffs if trading partners take significant steps to remedy non-reciprocal trade arrangements and align with the United States on economic and national security matters.
- Some goods will not be subject to the Reciprocal Tariff. These include:
 - (1) articles subject to 50 USC 1702(b);
 - (2) steel/aluminum articles and autos/auto parts already subject to Section 232 tariffs;
 - (3) copper, pharmaceuticals, semiconductors, and lumber articles;
 - (4) all articles that may become subject to future Section 232 tariffs;
 - (5) bullion; and
 - (6) energy and other certain minerals that are not available in the United States.
- For Canada and Mexico, the existing fentanyl/migration IEEPA orders remain in effect, and are unaffected by this order. This means **USMCA compliant goods will continue to see a 0% tariff, non-USMCA compliant goods will see a 25% tariff, and non-USMCA compliant energy and potash will see a 10% tariff.** In the event the existing fentanyl/migration IEEPA orders are terminated, USMCA compliant goods would continue to receive preferential treatment, while non-USMCA compliant goods would be subject to a 12% reciprocal tariff.

Email from the White House.

[Tariff Chart](#)

[Reciprocal Fact Sheet](#)

[Reciprocal Tariff EO](#)

[De Minimis Fact Sheet](#)

[De Minimis EO](#)

[White House Tariff Convo](#)

There’s a lot to digest. We’ll cover it all on tomorrow’s call. In the meantime, keep the questions coming. We’re on stand-by to handle your inquiries in realtime.

Matt and Thomas

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