



Footwear & Politics

By Thomas Crockett • Jul 02, 2025

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This morning President Trump announced a deal with Vietnam ahead of the July 9th deadline. The President indicated Vietnamese-made products will now face a 20 percent added tariff.



Yes, but: Politico is [reporting](#) this is just a framework to continue conversations, while a Vietnamese source said the details of the 20 percent rate may yet be determined. Either way, we do know the pause will continue while the U.S. and Vietnam work to finalize the deal.

One more thing: The rules of origin, which have not been decided, are a critical issue that could lead to an even higher rate of 40 percent. According to Politico, “Under the draft framework agreement, the U.S. and Vietnam will ‘establish favorable rules of origin; of each other’s imports to reduce the transshipment of Chinese products, but it provides no details.” Read the article [here](#).

Tariff stacking: Once we have details on the 20 percent rate, FDRA will continue to urge the Administration to give the industry credit for what is already paid. Many shoes from Vietnam already have a 20 percent tariff rate. We are arguing that a 20 percent rate should not be “stacked” on top of a 20 percent rate for shoes.

What the President said:



Donald J. Trump 
@realDonaldTrump

It is my Great Honor to announce that I have just made a Trade Deal with the Socialist Republic of Vietnam after speaking with To Lam, the Highly Respected General Secretary of the Communist Party of Vietnam. It will be a Great Deal of Cooperation between our two Countries. The Terms are that Vietnam will pay the United States a 20% Tariff on any and all goods sent into our Territory, and a 40% Tariff on any Transshipping. In return, Vietnam will do something that they have never done before, give the United States of America TOTAL ACCESS to their Markets for Trade. In other words, they will “OPEN THEIR MARKET TO THE UNITED STATES,” meaning that, we will be able to sell our product into Vietnam at ZERO Tariff. It is my opinion that the SUV or, as it is sometimes referred to, Large Engine Vehicle, which does so well in the United States, will be a wonderful addition to the various product lines within Vietnam. Dealing with General Secretary To Lam, which I did personally, was an absolute pleasure. Thank you for your attention to this matter!

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The big picture: FDRA continues to meet with both the Administration and the Vietnamese government. Last month, we sent a [letter](#) to U.S. Trade Representative Jamieson Greer stressing the significance of Vietnam to the U.S. footwear industry, and we followed up with a detailed meeting with USTR on this issue last week.

What’s next: The Administration will release more details on the agreement. Knowing more on the 20 percent and the rules of origin is critical to assessing the full impact.

Read the letter

As always, we will send out key updates to FDRA members as we receive them.

Thanks for reading. We’re available for any questions or comments you might have.

Matt and Thomas

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