



EXPO NIVASCHUH

THE FAIR THAT MOVES THE WORLD

HISTORY AND EVOLUTION

Founded in the early 1970s, Expo Riva Schuh has always been the place where supply and demand meet to read **market trends**, build **relationships** and create new **business opportunities**.

Over time, the event has grown alongside the market, reaching its **106th edition**.

A journey built on experience, continuity and the ability to interpret industry changes, which today positions it as a **global hub that continues to evolve together with its key players**.



THE TRADE FAIR

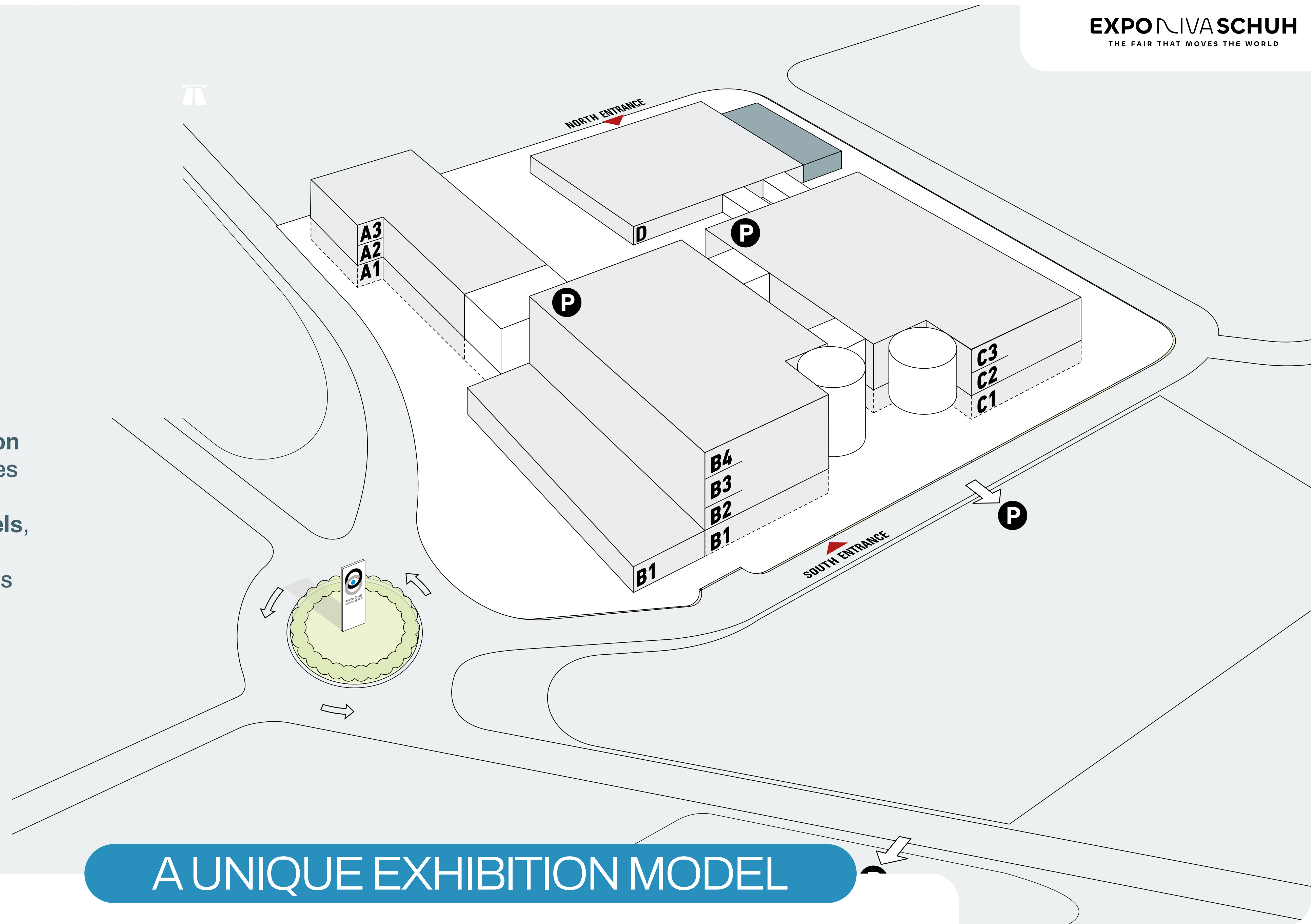
With over 50 years of history,
Expo Riva Schuh is a global benchmark
for the footwear industry.

- **Strategic timing:**
aligned with the planning needs of large, medium and small
distribution, all operating on forward planning cycles
- **High level of internationality:**
exhibitors and buyers from over 100 countries
- **Dual business and leisure identity** set in the unique setting
of Lake Garda



11 exhibition halls
4 hotels

The fair's distinctive
widespread exhibition
model actively involves
both the **exhibition**
centre and **local hotels**,
offering alternative
spaces for showrooms
and private business
meetings.

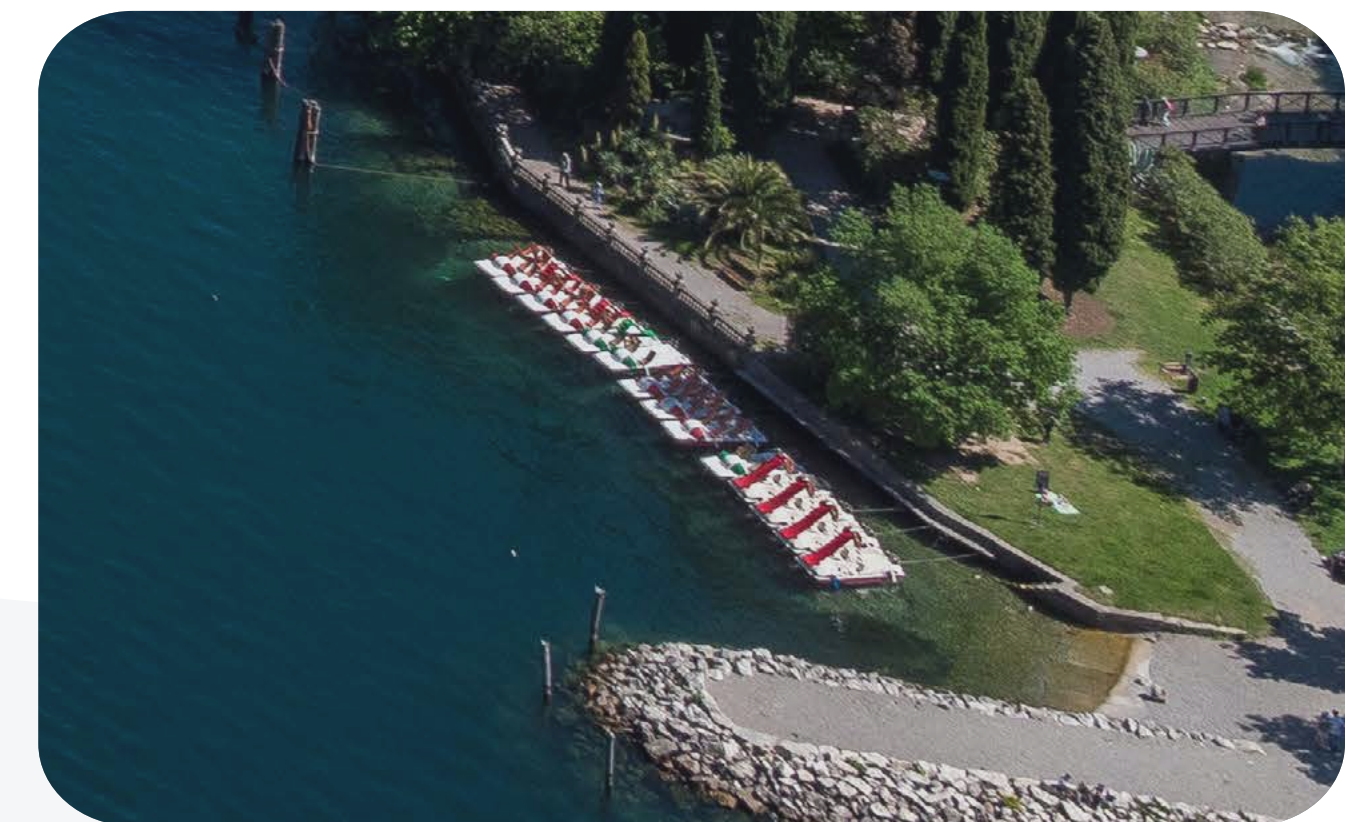


A UNIQUE EXHIBITION MODEL

DESTINATION: ADDED VALUE

Overlooking **Lake Garda**, the event offers a setting that combines business opportunities, hospitality and quality of experience.

The destination's **bleisure model** enhances the trade fair experience, encouraging meetings, networking and professional relationships in an international, dynamic and informal environment.



RELATIONSHIPS THAT DRIVE BUSINESS GROWTH

Expo Riva Schuh is also an **international community** that, together with Gardabags, connects beyond the exhibition space.

Off-site events such as **Expo Riva Nights** create networking opportunities in an informal setting, encouraging dialogue and knowledge sharing among industry professionals — generating value and trust beyond the days of the fair.





The new **BE HERE OR BE WRONG** campaign reflects the positioning and identity of our event as an international business and networking platform where products, knowledge and relationships converge to create new growth and development opportunities across the entire sector.

Being in Riva del Garda means choosing a place where the market meets, is interpreted and takes shape.

co-located with
GARDABAGS
CONNECTION INTELLIGENCE

Organised by
Riva del Garda®
Fiere congressi

BE HERE OR BE WRONG

MEET. CONNECT. GROW.

16/19 JANUARY 2027

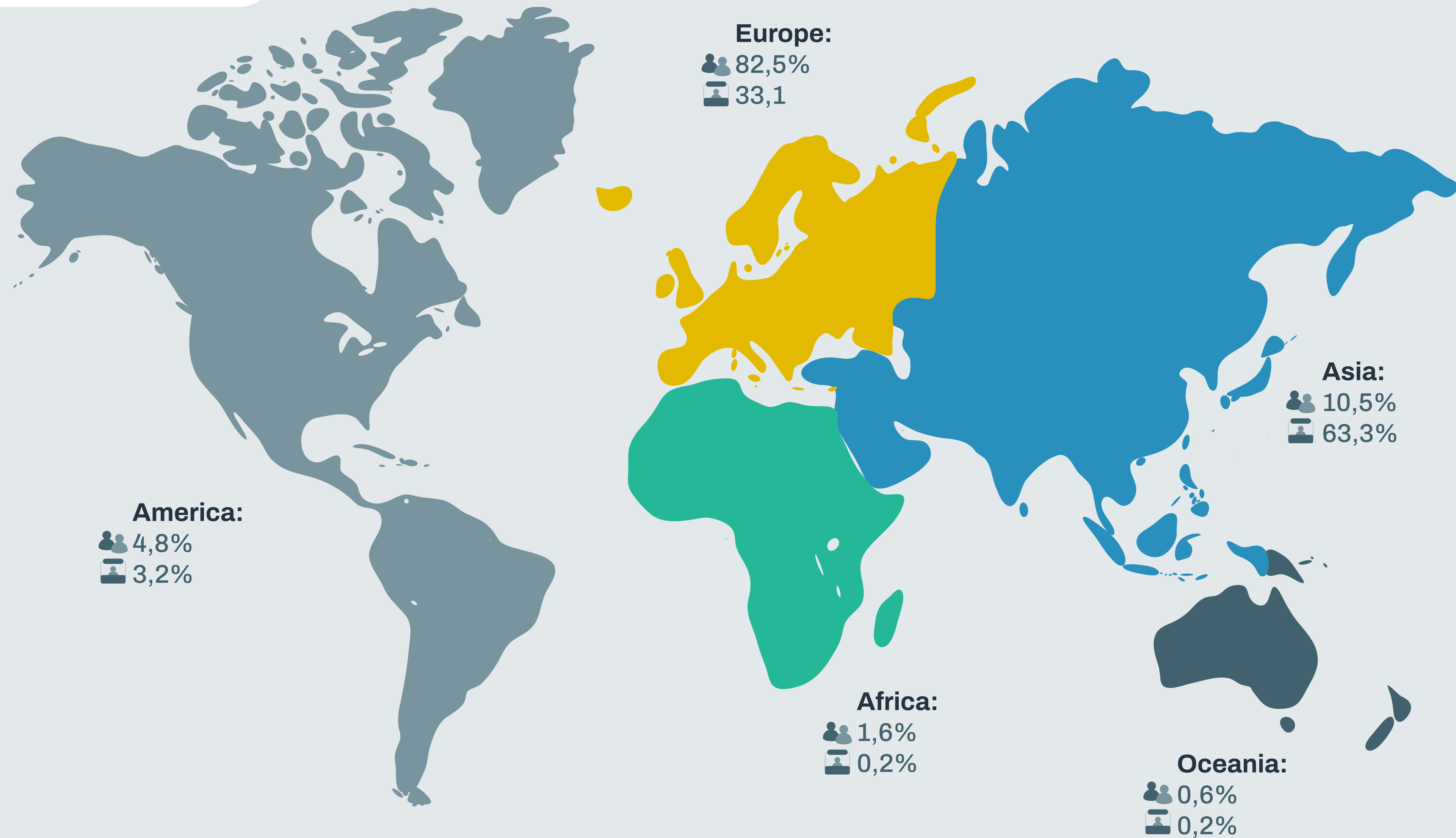
RIVA DEL GARDA/ITALY



EXPO RIVA SCHUH

THE FAIR THAT MOVES THE WORLD

MAXGALLIT



THE WORLD AT EXPO RIVA SCHUH

EXHIBITORS

1.065 exhibitors, brands
and represented companies

11 halls

+40 represented countries

4 hotel

BUSINESS MODEL:

- Branded
- Private Label
- Quick Production

TOP 5 COUNTRIES BY NUMBER OF VISITS:

- China
- Italy
- Turkey
- India
- Spain

A photograph of two women in a shoe store. The woman on the left, with short dark hair and wearing a white turtleneck, is holding a black shoe and showing it to the woman on the right. The woman on the right has long brown hair and is wearing a light-colored blazer. They are both smiling. In the background, there are shelves filled with various styles of shoes, including tall black boots and smaller black shoes. A large circular mirror is also visible in the background.

VISITORS

8000 attendees

100 represented countries

82,5% from Europe
17,5% from outside Europe

TOP 5 COUNTRIES BY NUMBER OF VISITS:

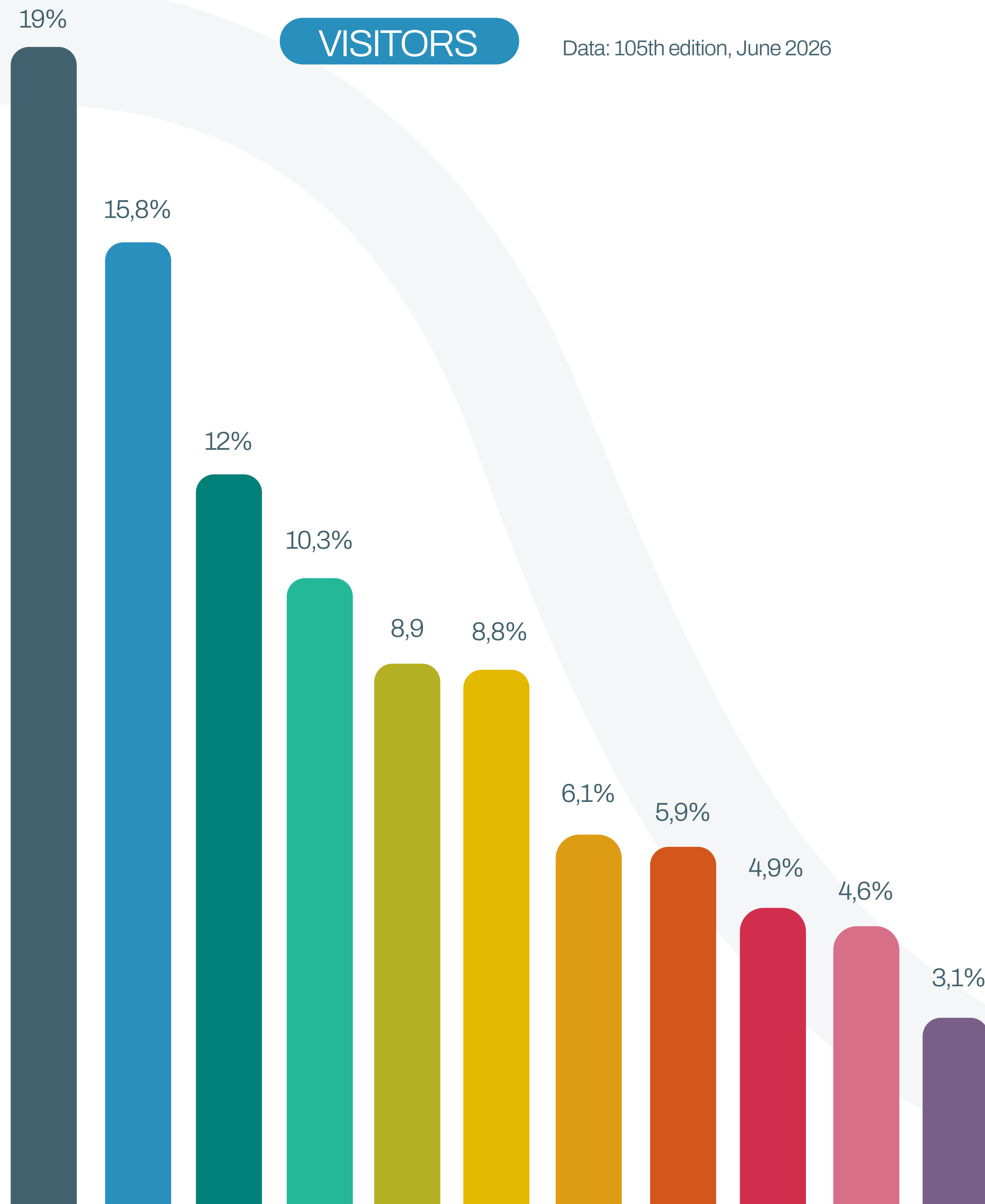
- Italy
- Germany
- Spain
- UK
- France

Data: 105th edition, June 2026

VISITORS

Data: 105th edition, June 2026

EXPO NIVA SCHUH
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COMPANY PROFILE

- wholesale distributor
- manufacturer
- store or several stores under different names
- other
- sales representative
- large chain of stores under the same name
- medium-sized chain of stores with the same name
- importer
- small chain of stores under the same name
- e-commerce
- buying office

TOP3 VISITOR PROFILE:

- Owner
- Head buyer or Senior buyer
- Agent/sales representative

INTERNATIONALISATION

Expo Riva Schuh is a global platform that, over the years, has developed strong buyer incoming activities thanks to a well-established network of international delegates and strategic partners. An ongoing commitment that reinforces the event's role as a key hub for global markets.

235 Hosted Buyer
51 Countries represented

47% Europe
53% non-European markets



Data: 105th edition, June 2026

With the support of:



Ministero degli Affari Esteri
e della Cooperazione Internazionale



BUYER PROGRAMME

The Buyer Programme offers to industry professionals an exclusive opportunity to optimise their experience at the fair.

[FIND OUT MORE](#)

Programme objectives:

- **Strengthen the industry business** at national and international levels
- **Stimulate dialogue and B2B meetings** between suppliers and buyers
- **Personalise and facilitate** visits to the fair
- **Contribute to the exchange of knowledge** on innovations, trends and products

We prioritise buyers who are visiting Expo Riva Schuh and Gardabags for the first time, offering them a **special welcome** and **dedicated support** to help them make the most of the fair.

GARDABAGS

CONNECTION INTELLIGENCE

Gardabags is the **global crossroad for the bag and accessories industry**. Located in pavilions A2 and B2, it stands out as an integrated and synergistic event alongside Expo Riva Schuh.



FIND OUT MORE

The exhibition area is divided into three specific segments based on the value chain, making it easier for visitors to identify the manufacturers that best meet their needs.

THREE SOULS,
ONE UNIQUE
EXPERIENCE



Gardabags
SOURCING



Gardabags
SOURCING4BRIDGE



Gardabags
BRANDS

WHY GARDABAGS?

Gardabags is the only trade fair dedicated to mid - and lower - middle range brands

The timing is aligned with the needs of large medium and small retailers that operate on earlier schedules

Interactions between suppliers and customers based not only on price, but also on integrated service offerings

102 exhibitors, brands and represented companies

11 countries

Data: 105th edition, June 2026



INNOVATION VILLAGE RETAIL

In the vibrant retail sector, the Innovation Village has become a benchmark for the future.

WOULD YOU LIKE TO
APPLY TO JOIN US?

FILL OUT THE FORM

This dynamic exhibition village is designed to **promote the culture of innovation** and is open to start-ups, companies, institutions and professionals. It is an unmissable opportunity for exhibitors and visitors to get a sneak preview of the most promising innovations.

Alongside the exhibition area, there will be pitches and presentations, with a jury of experts deciding the winner of the Startup Competition.

EVENTS PROGRAMME

Più di una fiera: un **hub for meeting, training and business** for the whole community a **dynamic platform for growth and innovation**.



TREND ANALYSIS

Sessions with experts analysing consumer trends for future seasons.



MARKET FOCUS

Strategic meetings between suppliers and buyers to stimulate dialogue and foster new synergies.



STARTUP COMPETITION

Presentations of the most innovative and useful solutions for the retail world.

AI RUNWAY SHOW:

putting the product at
the centre of innovation



Artificial intelligence becomes an **ally of creativity and communication**, offering new ways to present products, interpret trends and imagine the future of the industry.

The AI Runway Show is designed to **enhance exhibitors' collections** through new visual languages and high-impact digital tools.

THE OFFICIAL APP

The all-in-one platform

SHOWCASE

An interactive virtual showcase with a list of exhibitors and a product catalogue

AGENDA

Provides a comprehensive overview of the events and appointments that you have registered for

EVENTS PROGRAMME

Programme of all the live events

CONNECTIONS

Direct connection between companies and participants to foster networking before, during and after the event

FLOOR PLAN

Interactive map to help you organise your visit

STAND QR CODE

Scan the QR code to get information on the companies attending the show



SUSTAINABILITY

A fundamental value.

Being responsible means conducting business while considering the environmental, social and economic impacts of our actions.

Riva del Garda Fierecongressi, the organiser of Expo Riva Schuh, is committed to sustainability and has adopted a **sustainable event management system** in accordance with the UNI ISO 20121 standard.

WOULD YOU LIKE
TO KNOW MORE
ABOUT OUR
SUSTAINABLE
PRACTICES?

VISIT THE WEBSITE

CONTACTS

Sales

info@exporivaschuh.it

Stand Fitting

tecnico@exporivaschuh.it

Visitors

buyers@exporivaschuh.it

Commercial Department

commerciale@exporivaschuh.it

Advertising

adv@exporivaschuh.it

Press Office

press@exporivaschuh.it

Organised by



With the support of:



Office Location

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38066 - Riva del Garda (TN) Italia
+39 0464 - 570100
info@exporivaschuh.it

Exhibition Centre

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38066 - Riva del Garda (TN) Italia
0464 - 570 153
info@exporivaschuh.it

#exporivaschuh #gardabags



www.exporivaschuh.it

EXPONIVASCHUH

THE FAIR THAT MOVES THE WORLD

16-19 January 2027
12-15 June 2027

Riva del Garda - Italy

exporivaschuh.it



#exporivaschuh #gardabags

co-located with

GARDABAGS
CONNECTION INTELLIGENCE

Organised by



With the support of:



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SCAN THE CODE AND
VISIT OUR WEBSITE!
EXPORIVASCHUH.IT