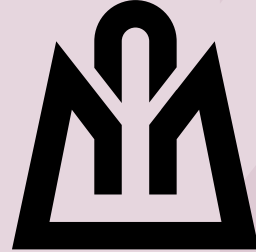




GARD  BAGS

CONNECTION INTELLIGENCE

co-located with
EXPO RIVA SCHUH
THE FAIR THAT MOVES THE WORLD

Organised by
 Riva del Garda®
Fiere congressi

MAXGALLIT

BE HERE OR BE WRONG

MEET. CONNECT. GROW.

16/19 JANUARY 2027
RIVA DEL GARDA/ITALY



GARD & BAGS
CONNECTION INTELLIGENCE

The new

BE HERE OR BE WRONG

campaign reflects the positioning and identity of our event as a platform for business and insight — where products meet knowledge and commercial relationships turn into opportunities for strategic growth across the entire sector.

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



GARDABAGS: THE GLOBAL MEETING POINT FOR BAGS AND ACCESSORIES

Gardabags is the international marketplace dedicated to *bags*, *small leather goods*, *luggage* and *accessories*. Twice a year, at the start of the buying season, it brings together *manufacturers*, *brands*, *buyers* and *distributors* in a setting designed to showcase new collections, identify new partners and develop business relationships across the main international markets.



TARGETED MATCHMAKING BETWEEN SUPPLY AND DEMAND

Gardabags *facilitates connections between companies and buyers* through in-depth knowledge of markets, distribution channels and business models.

A matchmaking approach that makes every meeting more relevant and every business opportunity more effective, fostering long-term partnerships beyond the days of the fair.





BUSINESS & DESTINATION: A UNIQUE EXPERIENCE

Gardabags combines the efficiency of an *international trade fair* with the hospitality of a *globally recognised destination*.

The Lake Garda setting fosters a different way of doing business — more relaxed, more authentic and more relationship-driven — turning every visit into a *valuable experience*.

WHY GARDABAGS?

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

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

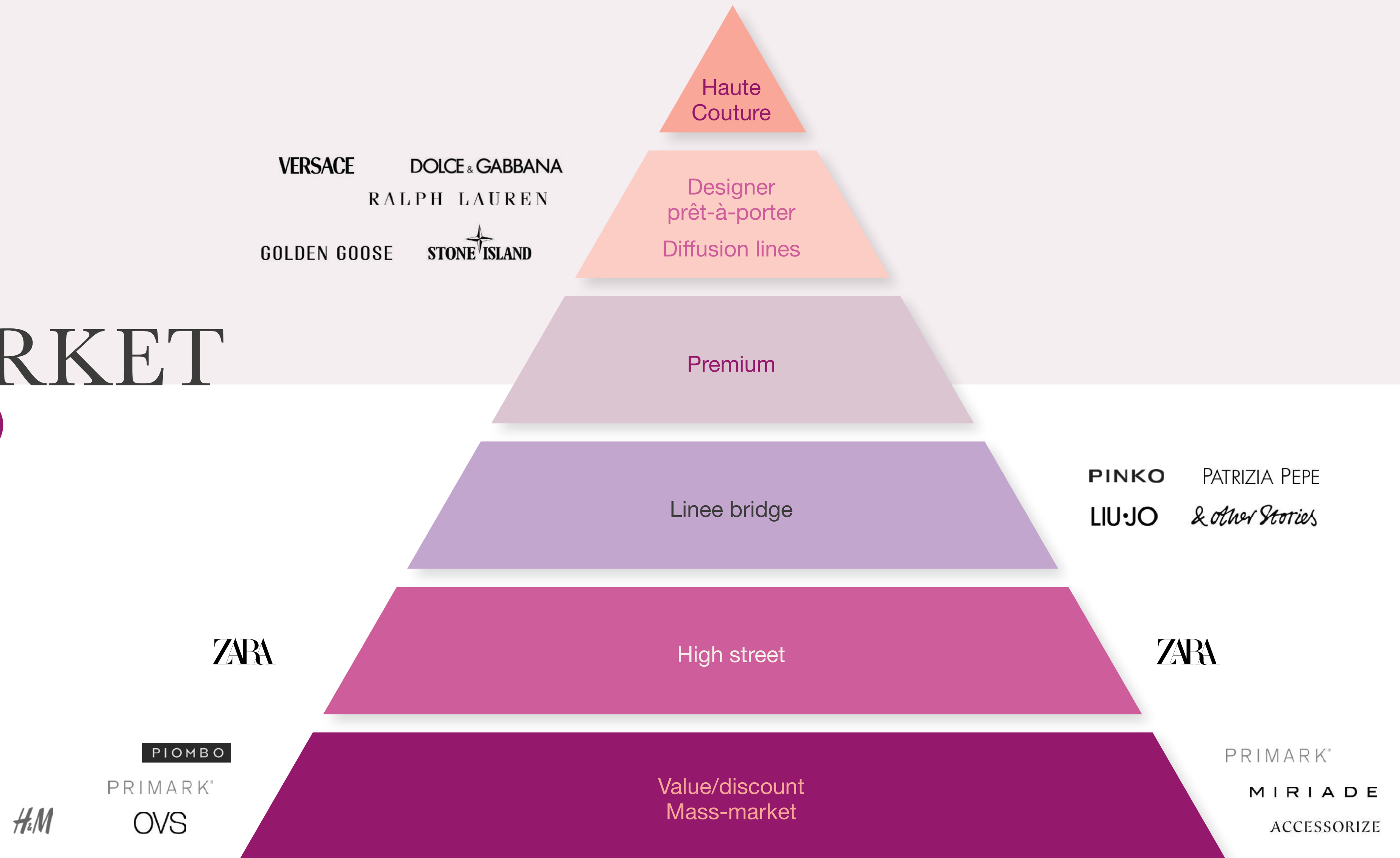
Interactions between suppliers and clients concern not only prices but also how the offerings are integrated into the overall clothing or footwear collections



CLOTHS

BAGS

THE MARKET *PYRAMID*



THREE SOULS, ONE UNIQUE EXPERIENCE

GARDABAGS SOURCING

The productive capacity to suit all needs of value-discount and high-street private labels. Quickly, reliably, effectively.

GARDABAGS SOURCING- 4BRIDGE

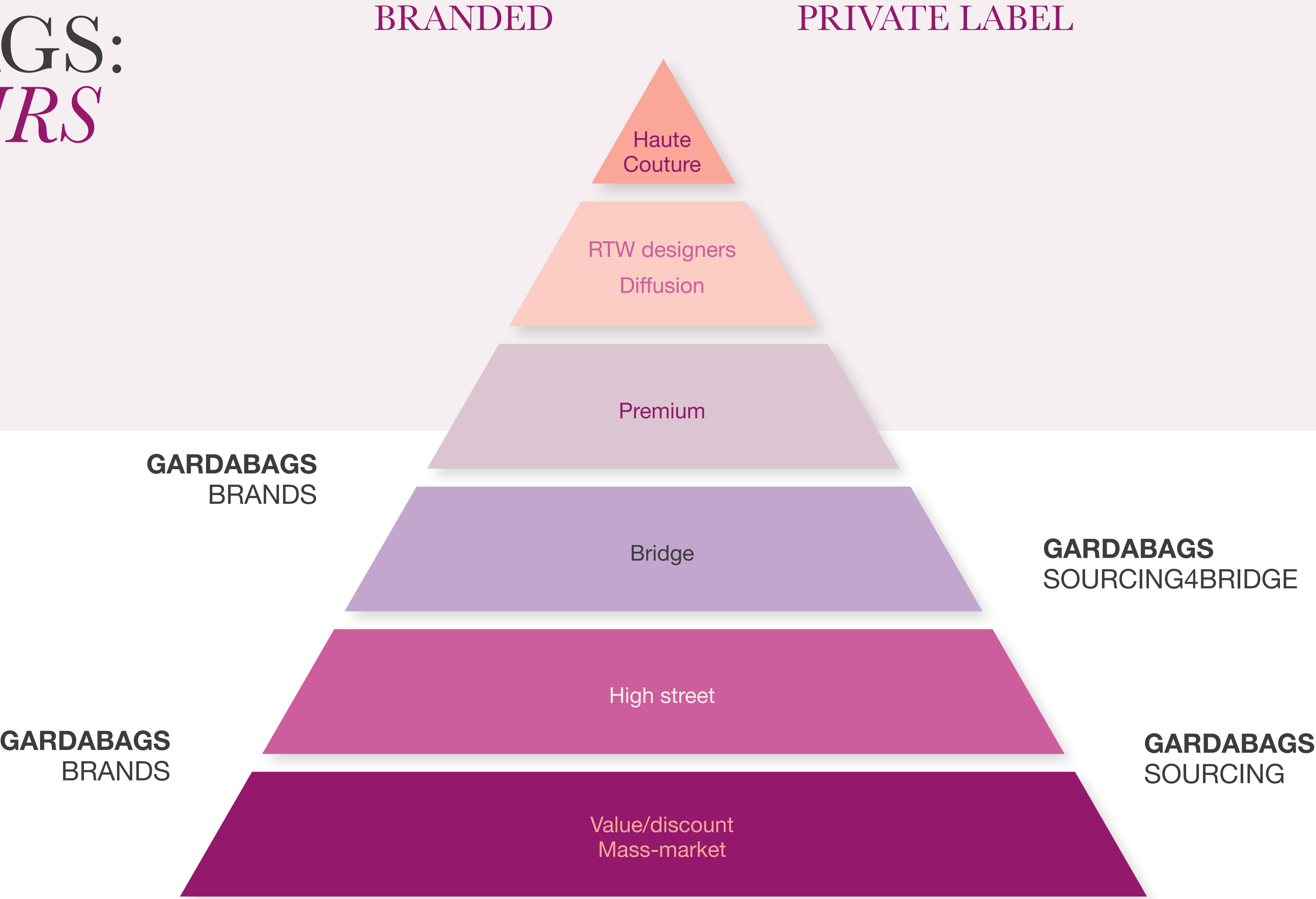
Creating together. Agile, responsive design and manufacturing for the leading private labels.

GARDABAGS BRANDS

A perfect match. Where the best retailers meet the labels they've been looking for.

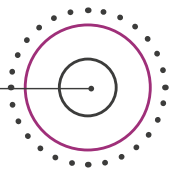


GARDABAGS:
THREE FAIRS
IN ONE



THE EXHIBITING *CONCEPT*

WATCH
THE VIDEO



GARDABAGS

THE SHOWCASE AREA

A new space to present selected samples of bags, leather goods and travel accessories from the collections of Gardabags exhibitors, all unified by *a single colour theme*.

The Showcase Area has been created to highlight Gardabags product offerings, strengthening and supporting the storytelling of the fair's three key sectors.



AT GARDABAGS, *RELATIONSHIPS* MAKE THE DIFFERENCE

Buyers, manufacturers and brands from around the world are part of a *community that shares ideas, experiences and opportunities*. From meetings at the fair to networking events, every moment is designed to foster authentic connections and create lasting value.



THE *SINERGY* BETWEEN GARDABAGS AND EXPO RIVA SCHUH



Gardabags and **Expo Riva Schuh** share the same vision:

offering the international community a meeting point
where *footwear*, *bags* and *accessories* come together
in a *complete ecosystem*.

A synergy that expands sourcing opportunities, fosters
new connections and makes the visitor experience more
effective and valuable.

BUYER PROGRAMME: A BUSINESS OPPORTUNITY FOR ALL PROFESSIONALS

Strengthen the
industry business
at national and
international levels

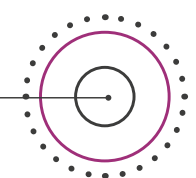
Stimulate dialogue
and B2B meetings
between suppliers
and buyers

Personalise and
facilitate visits to
the fair

Contribute to
the exchange of
knowledge on
innovations, trends
and products

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

BUYER
PROGRAMME



With the support of



Ministero degli Affari Esteri
e della Cooperazione Internazionale



EVENTS *PROGRAMME*

More than just a trade fair: a 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.



EXPO RIVA SCHUH E GARDABAGS APP:

the all-in-one *community platform*

SHOWCASE

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

CONNECTIONS

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

AGENDA

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

FLOOR PLAN

Interactive map to help you organise your visit

EVENTS PROGRAMME

Programme of all the live events

QR CODE STAND

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





Discover
what we do
in practice.

VISIT THE
WEBSITE



SUSTAINABILITY IS A CORE VALUE

Being responsible means doing business with a clear awareness of the environmental, social and economic impact of our actions.

Sustainability is a core value for Riva del Garda Fierecongressi, organiser of Gardabags, which adopts a *sustainable event management system* in compliance with the UNI ISO 20121 standard.

PARTICIPATION *FEEs*

FULLY FITTED STAND (cost per sqm):
€ 336,00 / sqm + IVA (€ 176.00/sqm for raw space +
€ 160.00 / sqm for stand fitting).

REGISTRATION FEE: € 950,00

To receive your personalised offer,
please contact our sales team at:
commerciale@gardabags.it



THE FULLY FITTED STAND INCLUDES:

- 1 backwall with Pantone color gradient
- carpet
- 16 shelves (1 meter each)
- 8 hooks
- 6 spotlights
- 1 table
- 3 chairs
- 1 waste bin (o 1 trash can)
- Branded feature element with company graphic board
- 1 power socket
- daily cleaning service included





Contacts

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16-19 JANUARY 2027
12-15 JUNE 2027

RIVA DEL GARDA - ITALY

Organised by



With the support of:



Office Location

Centro Congressi - Parco Lido
38066 - Riva del Garda (TN) Italia
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info@exporivaschuh.it

Exhibition Centre

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0464 - 570 153
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#exporivaschuh



www.gardabags.it