EXPO RIVA SCHUH & GARDABAGS SETS THE STANDARD IN CHINA AND VIETNAM

**RIVA DEL GARDA’S EVENT IS CALLED TO REPRESENT THE EUROPEAN MARKET AT THE FORUM ORGANISED BY CLIA**

Never before had a European trade fair participated in the CLIA Leather Goods Industry Forum and been invited to discuss the perspectives and opportunities of the European market.

As **China**'s commercial influence continues to expand globally, the decision to **focus on Asia** as a key region in developing Expo Riva Schuh & Gardabags into an international hub for footwear and accessories trade is becoming ever more strategic.

Even the Chinese currency, the Yuan, is gaining traction. According to the Financial Times, citing data from China's State Administration of Foreign Exchange (SAFE), bilateral transactions in Yuan increased by 53% in July (up from 40% in 2021).

While 54% of international export invoices are still in U.S. dollars and only 4% in Yuan, the growth trend is undeniable.

China also confirms its dominance in the footwear industry, holding 54.9% of global production and leading in both consumption, with a share of 17.1%, and exports, with a 63.8% share (according to the World Footwear Yearbook 2024).

Among Asian countries, **Vietnam** is following a similar path of continuous growth alongside China. Today, it accounts for 6.3% of global production (ranking third after China and India) and 9.5% of exports (1.335 billion pairs).

It is no coincidence, therefore, that China and Vietnam are the countries **Expo Riva Schuh & Gardabags** chose to visit to launch the new **Around the World** season, aiming to strengthen and deepen relations with these two key markets.

Invited to the stage at the 15th edition of the **CLIA Leather Goods Industry Forum**, organised by the Chinese Leather Manufacturers Association, **Riva del Garda’s event represented, for the first time, the entire European market**, providing an overview of the current situation and likely future prospects.

“It was a great honour for Expo Riva Schuh & Gardabags to be invited to the Forum organise by CLIA. We were asked to give a presentation on both the European market and the importance of our event as a point of reference for the export strategies of Chinese companies in Europe and globally,” explained GianPaola Pedretti, Exhibition Manager of the event.

The trip provided an excellent opportunity to strengthen ties with institutions and the industry community, thanks also to a visit to **ACLE – All China Leather Exhibition**.

Similarly, the trip to Hanoi, **Vietnam**, particularly the visit to **LEFASO – the Vietnam Leather Footwear and Handbag Industry** – was equally productive.

For several years, the country has shown significant growth in footwear and accessories manufacturing, partly due to the relocation of many Chinese companies, making Vietnam one of the most important players in the sector.

“We listened to our exhibitors and buyers,” continued Pedretti. “Everyone talks about how Vietnam is becoming increasingly attractive for industry operators. We wanted to deepen our understanding of its dynamics and assess the opportunities it offers.”

The results were quick to follow, and efforts are already underway to bring a **delegation** of **Vietnamese** footwear and handbag manufacturers back to Italy in **June 2025**, marking their return to **Expo Riva Schuh & Gardabags** after 10 years to showcase their collections.

"It’s a country that offers many opportunities, starting with low taxation for foreign investments and facilitated trade with both the European Union and the United States. It’s a key hub for international footwear and accessories trade."

Once again, the **Expo Riva Schuh & Gardabags Around the World** initiative aimed not only to foster the growth of the Riva del Garda exhibition, but also to **create opportunities for manufacturers and buyers to connect, helping to boost the international footwear and accessories business**.

