**Expo Riva Schuh looks ahead: an evolving brand and new logo**

**Expo Riva Schuh unveils its new logo and brand identity reflecting innovation, efficiency and flexibility. Three core pillars: a launchpad for global business, a bridge between international markets and local traits, and a reliable business partner for industry professionals. An evolution in response to the new challenges facing the global footwear industry.**

Expo Riva Schuh, the international trade fair that has set the standard in footwear and accessories for over 50 years, is unveiling a fresh brand identity, embodied in a new logo. A rebranding that reflects and celebrates the significant innovations introduced by the event over the past five years, aimed at supporting industry professionals in successfully navigating an increasingly complex and fast-moving market.

The decision to update the brand is part of a consistent development strategy pursued by Expo Riva Schuh with determination, focused on innovation and efficiency. The fair has established itself not only as a commercial hub but also as a global platform for idea-sharing, training and the presentation of cutting-edge projects, meeting today’s demands for flexibility, sustainability and personalisation.

The new visual and communication identity is built around three key elements that perfectly encapsulate the event’s strategic role:

“**Business starts here**” – Expo Riva Schuh reaffirms and strengthens its role as a key starting point for international footwear trading. The fair is the ideal setting where exhibitors and buyers can anticipate trends, explore partnership opportunities and forge new business relationships.

“**Global flexibility, local efficiency**” – The fair is designed to offer maximum flexibility to professionals, bridging the global dimension with local market traits. Expo Riva Schuh provides exhibitors with an effective platform to access new markets quickly, offering tailored, innovative solutions that meet local needs.

“**The fair that works with you**” – Expo Riva Schuh positions itself as a practical, service-oriented partner. Its role goes beyond simply providing exhibition space, focusing on actively collaborating with industry professionals, offering tailored solutions, personalised services and in-depth moments of exchange that support business growth and help companies adapt to the market’s evolution.

The event's new visual identity reflects these core values of innovation, flexibility and collaboration.

The **logo** – featuring a clean and immediate design – complements the renewed identity of Gardabags and clearly conveys the message of a modern, functional and service-oriented trade fair. Every detail of the new design has been carefully analysed to communicate Expo Riva Schuh’s commitment to keeping pace with the times, while maintaining strong and consistent brand recognition.

The rebranding is the culmination of five years of important transformation, during which Expo Riva Schuh has increasingly become an indispensable tool for those working in the industry. From innovation-focused initiatives such as the Innovation Village Retail, which has brought cutting-edge startups and solutions to the fair, to the Highlights Area where key consumer trends are explored, and the Market Focus sessions, all the way to strengthening its role as a strategic hub for international exchange between Western and Asian markets – Expo Riva Schuh has continually adapted to the demands of the modern marketplace.

“With this new brand identity, Expo Riva Schuh underscores its role not merely as a trading hub, but as an operational partner to industry professionals worldwide, ready to guide them through the challenges ahead in the evolving footwear industry,” says **Alessandra Albarelli, General Manager of of Riva del Garda Fierecongressi.** “The new logo and visual identity, symbolic of this evolution, will accompany the trade fair in its future editions, starting with the promotion of the January 2026 event, marking a new chapter in a story defined by both continuity and change.”

Expo Riva Schuh and Gardabags looks to the future – strengthening its original content and launching innovative projects – while reaffirming the strength and reliability of an international business hub.