**EXPO RIVA SCHUH & GARDABAGS IS GETTING READY FOR THE JANUARY 2022 EDITION WITH A PACKED CALENDAR OF ONLINE EVENTS**

**Innovation, sustainability and the evolution of buyer behaviour are the focus of the digital talks which will mark the countdown to the in-person event next 15-18 January**

*Riva del Garda, 4th November 2021*. From 15 to 18 January 2022 the trade fair district of Riva del Garda will host the new face to face edition of the marketplace dedicated to footwear and accessories, Expo Riva Schuh & Gardabags.

Featuring an ever wider and more international selection, this exclusive exhibition is ready to bring together in this unique event the excellence available on the market as interpreted by the tens of thousands of brands expected (of which 60% from abroad, in particular from Germany, Spain, France, Portugal and Turkey) which will offer a wide range of unique proposals following the leads of an inclusive format which is open to the needs of its players.

A trade show in line with the evolution of the market which amplifies its role as a place for meetings and opportunities for people who operate in this field with space for experimentation and contamination which affects creativity as much as business.

“Emerging markets, new production dynamics, new prospects for the retail sector: the new edition of Expo Riva Schuh & Gardabags accurately reflects the ability of the footwear and leather goods sector, hit hard by the pandemic crisis, to react with new tools and work together constructively for growth” commented **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi***. “In particular, innovation – in production processes, in products, distribution and retail – is the key word in this edition which will be preceded by a programme of online events called Expo Riva Show – The Shoe Connection”.*

The initiative, while keeping attention focused on the physical event, promotes a digital experience which adds value to the versatile nature of the event. So innovation, sustainability and consumer experience will thus be both the main themes for competition in the markets of the future, as well as the main events of the 4 meetings organised with the collaboration of the forecasting agency WGSN where you can participate free of charge (just register online at [www.exporivaschuh.it](http://www.exporivaschuh.it/) ) starting from 18 November.

* ***The Future of Sustainability*** (18 November, 15.00)

Speaker Ailis Swords-McDonnell - Trend Expert at WGSN Mindset

Sustainability is complex and with the transformation of consumer eco-sentiments is has taken on new meaning for brands, playing a fundamental role. In this context, there are five sustainability strategies to aim for over the next three years in relation to the development of products, materials and the brand which will be talked about.

* ***Communicating Anti-Greenwashing*** (25 November, 15.00)

Speaker Ailis Swords-McDonnell - Trend Expert at WGSN Mindset

Sustainability is an ever growing imperative for consumers and for the positive message which brands need to send them to avoid the risk of “greenwashing”. During the meeting there will also be time for WGSN to examine the case history of brands which are considered pioneers for their approach to sustainable communication.

* ***Shopping Shifts & Effective Strategies*** (2 December, 15.00)

Speaker Jacqueline Wong - Trend Expert at WGSN Mindset

The new approach to consumers to aim at with strategies for brands and for sales: how consumer behaviour has changed since the pandemic and what are the key strategies to modify the sales environment (from packaging to delivery right up to the evolution of subscription services) will be the focus of the meeting.

* ***Redefining Off-Price***  (9 December, 15.00)

Speaker Jacqueline Wong - Trend Expert at WGSN Mindset

Redesigning the moment of sale in the presence of surplus goods and the new buyer ethics which drive the consumer: these are the subjects of a talk which will also analyse the digitalization of off-price sales, the new interaction with consumers and the different opportunities for third parties.

Expo Riva Schuh & Gardabags then continues in the direction of internationalisation by renewing the partnership with Ice (Italian Trade Agency) and with MAECI (Italian Foreign and International Co-operation Ministry) which translates into a series of initiatives involving the local offices in Bangkok, Moscow, Johannesburg and New York to support the extensive awareness of the trade fair outside Europe. The first event on the programme is **Italian leather goods: combining design,**

**innovation and sustainability**, scheduled for 9 November, with a focus on the market and trends aimed at Italian companies exhibiting at the fair and promoted by ICE Bangkok

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