

## EXPO RIVA SCHUH HEADING FOR THE LANDMARK OF THE 80<sup>TH</sup> EDITION, FROM JUNE 15<sup>TH</sup> TO 18<sup>TH</sup>

### A DATE AT RIVA DEL GARDA WITH THE SPRING/SUMMER 2014 COLLECTIONS

From June 15<sup>th</sup> to 18<sup>th</sup> the appointment with **Expo Riva Schuh** once again returns, **celebrating its first 80 editions** based on a strong international calling and the desire to continue on the crest of the wave of the last edition, which closed with great satisfaction for the results achieved, both in terms of quantity and also for the quality of business which was developed.

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A result which is the fruit of intense hard work on the part of all those who have contributed over the years to the growth of this event: a commitment which was acknowledged by the creation of **"Friends of Expo Riva Schuh"** at the previous edition in January. The main objective of this **Cultural Association** is to give **value to, and promote, the history of the event**, both by collecting written, spoken and multi-media documentation of the history of Expo Riva Schuh, telling and giving evidence, to be kept in an archive which will be held in Riva del Garda, and also by launching a collaboration with museums and fashion & design institutes in order to organise conferences and meeting opportunities.

**The organisation of the celebration for the landmark of the 80th edition of this Riva gathering** will be in the hands of "Friends of Expo Riva Schuh," an opportunity to remember how the event has grown, and which over the years has been able to expand its capacities, continually moving with the times in order to adapt better to the changes in the international market.

The **internationalisation element** has always been one of the strong points of the Riva event: the presence of groups of foreign exhibitors, who will also be present at the next edition, and who are confirmation that Expo Riva Schuh manages to intercept new markets. Brazil will be represented by **Abicalçados – the Brazilian footwear producers' association**, which, this year, celebrates 30 years. The attendance of Indian companies has also been confirmed, thanks to the support of the **Council for Leather Export (CLE)**, and which has gained strength over the years, hosted in the Indian Pavilion. The **Chinese presence** is also important and will be in the China Fashion Pavilion, created according to a highly innovative concept.

It is a sure sign that these countries recognise an opportunity at Expo Riva Schuh to meet the big distribution chains who come to Riva del Garda to gather their first orders of the season.

The participation of companies from all the BRICs area, and not just Brazil, and the consolidated relationships with Latin America and the Asian area, make Expo Riva Schuh an important **crossroads for international exchanges**, a privileged meeting place for companies and buyers from all over the world.

What is more, Expo Riva Schuh is the first exhibition of the season, and as such, **its strategic value is fundamental** because it gives companies the chance to verify the appreciation, on the part of the operators in this sector, of the **Spring/Summer 2014 collections which are previewed here**; secondly, it gives companies the opportunity to consider making changes to their products, getting their collection just right in order to satisfy more and more the tastes of consumers.

Riva del Garda, April 19th 2013

## EXPO RIVA SCHUH: A WORKSHOP FULL OF IDEAS AND NEW TRENDS FOR THE MARKET

**EXPO RIVA SCHUH TODAY CLOSSES ITS 80TH EDITION WITH 10,850 VISITORS, +1.5% COMPARED TO JUNE 2012.**

*"Expo Riva Schuh is an ever-evolving workshop which celebrates its 80 years looking forward to the future – states Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi. At every single edition, around 3 billion pairs of shoes are sold and concrete business opportunities continue to multiply. As far as we are concerned, we can only continue to enable this enormous potential to grow, a force that has been built up over the years offering new spaces and new services: for example, this time round we have added 1,500 square metres of exhibition space, involving new countries such as Ethiopia, Greece and Singapore."*

During the four days of the event, the halls were filled with people from all over the footwear world. Interesting to note the strong presence from countries outside of Europe, and especially Canada, the United States, Japan China, Mexico and Chile, as well as the operators present from Kenya, South Africa and Egypt.

**From this very international workshop, new guidelines emerge regarding the trends for the 2014 Spring/Summer collections:** for women, a very open kind of footwear, with ankle boots that wrap around the foot up to the ankle and hand-made thong sandals; for men, the British style evolution shines through along with the used look and shoes made of natural leather. While for children, as well a fluorescent colours, a trend inspired by comics is much in evidence.

*"Expo Riva Schuh is a real melting pot of ideas and trends - explains Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi. Our event continues more and more to know how to 'move and shake' new trends and new ideas for footwear in terms of innovation and research, offering just the right mix between the quality brands and the lower priced production from southern Europe, Asia and Latin-America."*

Expo Riva Schuh celebrated its historic birthday with **1,297 exhibitors (of whom 954 were foreign)** starting off with numerous, young, new brands which came from emerging markets such as India and the Far East: a truly great glocal project which succeeded in bringing all the stars of the international footwear market to this Trentino town.

Thanks to its early position in the exhibition calendar, the event represents an important moment for the sector to meet and a privileged showroom for worldwide production. The big volumes of shoes sold in Europe pass through Riva del Garda: the event has established its strategic position as the appointment from which the big distribution chains build their sample collections, as well as being a meeting point for a confirmed presence of retailers.

Expo Riva Schuh confirms the dates for the next edition which will run from January 11th to 14th 2014.

Riva del Garda, June 18th 2013

## EXPO RIVA SCHUH INDIA TIMES THREE FOUR HALLS FOR THE THIRD EDITION OF THE EVENT

India is no longer a distant mirage, ever since **Expo Riva Schuh India** staked its place firmly in the international exhibition scene **as the event of note in the Asian continent** for the footwear and leather accessories sector. Having reached its third edition, the fair is getting ready for the next appointment **from July 4th to 6th 2013** at the **Pragati Maidan** exhibition centre, (halls 8,9,10 and 11) **in New Delhi**.

*"If I stop and think about how far we've come to get to where we are today - says **the President of Riva del Garda Fierecongressi, Roberto Pellegrini** - I realise that it really has been a huge job. The fair has reached its third edition, but we started work on it a long time before. Way back in 2006 we started making our first exploratory trips to India to work out whether it was possible to create an event in New Delhi that reflected the format of Riva del Garda; in 2011, these meetings brought about the start of Expo Riva Schuh India. Today the event is a consolidated appointment, which has been able to efficiently answer the needs of the internal Indian market as well as those of the international operators".*

It is a real **mix of supply and demand, local and global**, and one of the strong aspects of Expo Riva Schuh India is that it has grown year on year and has managed to claim its place within the international exhibition panorama, meeting with an ever increasing appreciation on the part of the companies and visitors.

*"Expo Riva Schuh India is an entity in continuous evolution - comments **Giovanni Laezza, General Manager of Riva del Garda Fierecongressi** - and the figures for this edition prove it: in 2013, the fair will occupy four halls at the Pragati Maidan exhibition centre, covering a total of 9,500 sq.m of exhibition space. It is a truly noteworthy growth compared to the 5,500 sq.m of the first edition, which goes to show that the companies consider the format we have offered as valid and that they have faith in the international experience of our organisation".*

The great news for this year will be the presence of a **Top Fashion Area**, with companies and brands which come from the upper end of the footwear and accessories sector, amongst whom, for example, will be **Antonio Maurizi, Baldinini, Cerutti, Fabi, Gianfranco Butteri, Giovanni Fabiani and Repo**: this is a space dedicated to "Made in Italy" which will display the best of Italian production, and the presence of which is proof of these companies' interests in a market which is becoming increasingly receptive to international fashion trends.

*"The initiatives that accompany Expo Riva Schuh India are numerous - explains **Carla Costa, Manager of Exhibition Department of Riva del Garda Fierecongressi** - which has always been not just a fair for exhibiting, but also an opportunity to meet and learn. For example, we've planned a mission of **Italian Companies who will go to Mumbai** in the days preceding the fair, organised by Promos - the Special Agency for International Activities of the CCIAA (Chamber of Commerce) of Milan. **From July 1st to 3rd** there will be meetings **with local importers and distributors**, who are demonstrating a growing interest in buying products from the west. Then on **Friday July 5th** we have also organised some visits to **factories in the Delhi area**, to offer the chance to get to know first-hand the facts surrounding the Indian production districts".*

The 80th edition of Expo Riva Schuh in Riva del Garda is the ideal opportunity to find out all

the latest news about the third edition of Expo Riva Schuh India and the details and initiatives associated with it: **in the main entrance hall, an informative stand will be set up dedicated to Expo Riva Schuh India**, where it will be possible to request all the information needed to be able to take part in the fair in New Delhi and meet the organizers in specially arranged meetings.

So the appointment with India has been fixed for **July 4th - 6th 2013 in New Delhi**, with ideas from Indian and international exhibitors for shoes, bags, gloves, belts and leather accessories. The event will be officially opened at the Pragati Maidan exhibition centre with the **inauguration ceremony on Thursday 4th July**.

Riva del Garda, June 15th 2013

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## EXPO RIVA SCHUH, OUR FIRST 80 EDITIONS THE RIVA EVENT GROWS, WITH NEW EXHIBITION SPACES AND NEW EXHIBITING COUNTRIES

It will be a **historic edition**, that which will be held in Riva del Garda **from June 15th to 18th: Expo Riva Schuh will have 80 candles to blow out** and will celebrate this important landmark by taking a look at the history of the event, yet without ever losing sight of the challenges of the future.

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*"The road which has brought us to this point and the 80th edition has been intense and has given us great satisfaction - explains **the President of Riva del Garda Fierecongressi, Roberto Pellegrini**. Created as a meeting opportunity for the Central European area producers, today Expo Riva Schuh has become an appointment that is recognised at international level for whoever works in the volume footwear business. But we mustn't stop here: this eightieth birthday is an opportunity to pay homage to the history of this event, and also to lay down the foundations for future editions. In this sense, we too have thought to offer a "present" to all our exhibitors, maintaining our commitment to guarantee new exhibition spaces".*

Edition number 80 of Expo Riva Schuh, scheduled from **June 15th to 18th** in Riva del Garda, is already preparing to welcome the collections from **almost 1,300 exhibitors**, of whom **954 come from abroad**, for **2014 Spring/Summer**.

*"At a time when exhibition events all over Europe struggle to fill their exhibition spaces - points out **Giovanni Laezza, General Manager of Riva del Garda Fierecongressi** - to have such positive numbers is the cause of great satisfaction for us. We have increased the number of square metres and have **reached a quota of 1,297 exhibitors**. What is more, we will host companies from **three new nations**, and they are **Ethiopia, Greece and Singapore**. These are all sure signs of the fact that Expo Riva Schuh is an event which is enjoying healthy growth, thanks too to the increase in exhibition space".*

Starting from this very edition, Expo Riva Schuh will be able to take advantage of the **new Hall C3**. This new space makes a **further 1,500 m<sup>2</sup>** available, bringing the net exhibition of the event to a total of **32,685 m<sup>2</sup> altogether**.

*"We are very pleased to be able to use this new area - explains **Carla Costa, Manager of Exhibition Department of Riva del Garda Fierecongressi** - which has made it possible for us to give space to an additional **79 companies**: amongst these, it is important to highlight the two new groups dedicated to exhibitors from **Tunisia and Indonesia**. And so, the phase of internationalisation of the event that we started some years ago, continues and it is that which has enabled us, over the years, to involve more and more new countries and give emphasis to the groups' displays, by means of ad hoc stand designs, such as those in the halls dedicated to China and India".*

**Numerous initiatives are planned** to celebrate the 80 editions of Expo Riva Schuh, organised thanks to the work of "**Friends of Expo Riva Schuh**": amongst these is the display which will be set up at the Pretorio Palace, dedicated to the history of Expo Riva Schuh, and the show "**The shoe... must go on**", scheduled for **Saturday June 15th at 9.30 p.m.** in the Riva del Garda Pala-Meeting.

Riva del Garda, June 15th 2013

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## 80...AND NOT FEELING IT! AT RIVA DEL GARDA, INITIATIVES AND EVENTS TO CELEBRATE THE 80TH EDITION

The June 2013 edition denotes an **important landmark** for Expo Riva Schuh: the Riva del Garda event that celebrates **80 editions** and gets ready to party **with numerous appointments** dedicated to the working professionals from the world of footwear, but also aimed at involving and embracing the entire town.

**On Friday June 14th, at 5.30 p.m.**, the “**Expo Riva Schuh. The fair and its territory**” display, will be inaugurated under the arcade of the Pretorio Palace, home to Riva del Garda’s Town Council. The display, which will be open to everybody and is free of charge, can be visited right up until the last day of the fair, Tuesday June 18th.

The celebrations then continue on **Saturday June 15th at 9.30 p.m.**: this time at the Pala-meeting in Riva del Garda for “**The shoe... must go on**”, a show in which dance, music and singing come together to tell the story of the exhibition, following the theme with the idea of a shoe, as a sign in praise of craftsmanship.

**On Sunday June 16th**, from **6.30 to 8.30 p.m.**, Expo Riva Schuh will celebrate the excellent eno-gastronomic products of the Trentino area by means of a **musical apéritif**, organised in collaboration with the “Riva In Centro” consortium. Some of the town’s bars will host a special corner dedicated to Expo Riva Schuh, where a tasting of TRENTO DOC wine will be offered, together with finger food prepared with the typical products of the area. Access to these areas will be by means of a special invitation voucher.

But, over and above all these planned events, the whole town **will be putting on its party clothes for the 80 editions of Expo Riva Schuh**: in the centre of Riva, Arco and Torbole there will be **special totems offering a warm welcome** to all the participants of the event, and stickers will decorate the shop windows.

In the historic centre of Riva del Garda too, **Expo Riva Schuh “will make its mark”**: the footprint, i.e. the symbol representing the event, will be found all over the roads and main streets of the historic centre of Riva del Garda.

All the initiatives relating to the “birthday” of this historical Riva event are the fruits of the work of the “**Friends of Expo Riva Schuh**”, **Cultural Association**, which was established in January of this year with the aim of bringing together all those (be they people, public bodies or private companies) who over the years have contributed to the growth and international consolidation of Expo Riva Schuh. Amongst the key **objectives of the Association** is that of **making the most of and promoting the history** of Expo Riva Schuh, by collecting and preserving historical evidence (written documentation, word of mouth, multi-media material). The Association is also involved with promoting relations with museums and international fashion and design institutes linked to the world of footwear and leather goods, in order to organise conferences, meetings and other initiatives.

Riva del Garda, June 15th 2013

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Riva del Garda, April 19th 2013