

EXPO RIVA SCHUH: POSITIVE SIGNS AND A LOOK TO THE FUTURE

The 82nd edition of Expo Riva Schuh closes, with **10,806 visitors**, reflecting exactly the same result as the June 2013 edition. Companies and buyers expressed their satisfaction for the **quality of business** and the **high number of contacts developed**: two positive signs that prove that the Riva del Garda event is in good shape.

Once again, the international aspect played an important role in the success of Expo Riva Schuh: the **American and Russian buyers** who came to have a look around the stands in Riva, thanks to the collaboration with ITA – the Italian Trade Agency, found the experience positive.

*"Here at Expo Riva Schuh we have come across an incredible assortment of footwear – explain the **members of the US delegation** – and it was very interesting for us to see such a wide array of the entire world production. The American market at this time seems to be less of a trend-setter than it was some time ago, and it has been really useful for us to have the chance to see which way the market is heading and what the fashions will be next season. The other thing is that the timing of the event is perfect, giving us time to organise orders for the season, and this too is a fundamental aspect for us."*

*"Changes to the market at international level have brought about consequences for the Russian area too – **commented the Russian buyers**. These days it's vital for us to find products that represent good value, and here at Expo Riva Schuh we have met a lot of companies that are able to meet our demands. In fact, we have signed a number of orders and we are counting on continuing with this excellent work in the future."*

On the exhibitors' front, Expo Riva Schuh also saw the return of the **Indonesian delegation** as well as **an increase in Indian participation**, with the group organised by CLE, the Indian Council for Leather Export, reaching a quota of 77 companies, compared to 65 in January 2014. The growing interest of the Indian companies in the Riva del Garda event shows how effective direct initiatives with the Indian market have been. Both the strengthening of relations with the key bodies and associations of the country and also the organisation of events 'in situ' have pushed this forward.

*"The signs that we have noted are, without doubt, positive, and enable us to look forward to the challenges that await us in the near future with optimism - explains the **President of Riva del Garda Fierecongressi, Roberto Pellegrini**. The companies have expressed their satisfaction for the quality of business and for the high level of buyers present in the fair: it is the proof that our work in contacting and selecting interlocutors is working well and that today we are able to offer companies a guaranteed business opportunity. This element, together with the early timing, make our event an essential appointment for operators in the international footwear market to get together."*

Expo Riva Schuh is the first event in the fair calendar and has always been the perfect chance to **get a preview of the fashions for future seasons**: the Spring/Summer 2015 collections comprise Summery ankle boots for **women**, whereas for **men** we see the classic lace-up

model with a touch of colour. For **kiddies**, there is plenty of sparke, leaving the way clear for shiny, silvery, glittery shoes.

Great signs for the present: eyes focused on the future: the next dates Expo Riva Schuh are from **January 10th to 13th 2015.**

Riva del Garda, 17 June 2014

#RIVAWORLDCUP: THE FOOTWEAR WORLD CHAMPIONSHIPS TAKE PLACE IN EXPO RIVA SCHUH THE 82ND EDITION OF THE EVENT FROM JUNE 14TH TO 17TH IN RIVA DEL GARDA

While the floodlights are switched on Brazil, there is also another 'world championship event' whose mix of different nationalities and cultures is what has made it so distinctive. This event is **Expo Riva Schuh**, where companies, buyers and those working in the footwear sector will fill the 'pitch': for the 82nd edition of the fair, which opens today and closes on Tuesday 17th June. **1,307 exhibitors**, of whom **956 are from overseas** from **40 countries**, are ready to show, for the first time, their **Spring/Summer 2015** collections, in a net exhibition area of **32,770m²**.

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*"The international DNA, which has always been a part of our event and that which clearly sets it apart from the rest, represents one of the most important added values of Expo Riva Schuh - explains **the Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini**. But the results we are seeing today didn't just come about by chance: they are the outcome of a long-term strategy and the strengthening of synergy with organisations, associations and businesses in the leading countries of the international footwear world".*

The 82nd edition of the Riva del Garda fair reveals a **boost** in terms of Indian representation: the delegation organised by CLE, the Indian **Council for Leather Export**, has reached a total of **77 companies**, demonstrating a significant growth, compared to the 65 companies in January 2014. Together, they will occupy a total of 1,365m² of floor space in **Halls A3 and B4**.

*"An international showcase, such as Expo Riva Schuh, provides an important opportunity for companies to approach new markets - maintains **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi**. Over the past editions, we have worked hard in this direction, and the figures prove it: the latest data regarding visitors confirms the increasing presence from such distant countries as India, Hong Kong, Algeria and Australia. Moving ever forwards in this direction, at this edition we will play host to a delegation of American and Russian buyers, who will visit Expo Riva Schuh for the first time. It is no fluke that these are two of the major markets in terms of footwear consumption at world level, and we are convinced that initiatives such as this, which we organised in conjunction with ITA - the Italian Trade Agency - are fundamental in terms of helping companies and grabbing the opportunities offered by a market that is increasingly inter-connected and globalised".*

Furthermore, the June edition will see a re-visitation of certain exhibition areas, aimed at making the event more functional and practical. Inside the **New C2 Pavilion** the **Italy&more** area will emerge, where certain Italian brands will be brought together, having returned to exhibit in the Exhibition Centre. This is proof of how **Italian companies** have never ceased to play an important role, and also to be competitive, in the mid-range and volume sectors too. A further indication that this is the case is the return to Expo Riva Schuh of the Geox brand, which has found the perfect context in which to show off previews of its Summer collection in a showroom set up in the Hotel Du Lac.

An updated layout will be the setting for the Chinese brands inside the new area, named **Top**

Fashion China in **Hall C4**. This is a tangible sign of the increasing collaboration between Expo Riva Schuh and the key representation agencies in China, who have worked together to bring to Riva del Garda the latest products in line with the target audience of the fair.

*"The network of services that we offer to companies and buyers has always been the icing on the cake – adds **Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi** – and, given that Expo Riva Schuh is a very business-oriented fair, this time round we have come up with an idea for a space that facilitates this aspect. Inside Hall C4, we have created a **Buyers Lounge**, aimed at welcoming visitors, exhibitors and journalists, offering a space where they can relax, ideal for meeting up and networking".*

And so, the international nature of Expo Riva Schuh continues to grow, ready to play the starring role in the international footwear panorama. While we wait to discover who will be the next world champion, let's hope this meeting of nations, history and cultures will turn into a moment of growth for the economy and society.

Riva del Garda, June 14th 2014

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EXPO RIVA SCHUH, BUSINESS AT HEART

Riva del Garda Fierecongressi is looking towards the future and the **82nd edition of Expo Riva Schuh**, which is rapidly approaching. And the future is looking bright: **this event will kick off where the excellent performance of the January edition left off** (+10% compared to the previous year), a sure sign of a healthy event, capable of keeping pace even when the entire footwear sector is going through a hard time.

So to what do we owe a result that is in such sharp contrast to the general market trend? Well, it is certainly a combination of winning factors, such as, for example, the early date of the event and its international dimension. But maybe the thing that best explains the lasting success of **Expo Riva Schuh is the fact that it has always placed business at the top of the agenda.** Over the years, the event held in Riva del Garda has maintained and increased its role as the European crossroads of commercial exchange in the volume footwear market, and statistics show that this position covers an important growth area in a market that is increasing globalised and inter-connected.

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#	Country	Pairs (millions)	World Share
1	China	13 300	63.1%
2	India	2 194	10.4%
3	Brazil	864	4.1%
4	Vietnam	681	3.2%
5	Indonesia	667	3.2%
6	Pakistan	358	1.7%
7	Bangladesh	285	1.4%
8	Turkey	257	1.2%
9	Mexico	244	1.2%
10	Italy	199	0.9%

The top 10 footwear **manufacturing** countries in 2012

Source: Apiccaps

#	Country	Pairs (millions)	World Share
1	China	3 279	17.3%
2	India	2 260	11.9%
3	USA	2 237	11.8%
4	Brazil	787	4.2%
5	Japan	690	3.6%
6	Indonesia	532	2.8%
7	United Kingdom	459	2.4%
8	Russian Fed.	428	2.3%
9	Germany	389	2.1%
10	France	371	2.0%

The top 10 footwear **consumer** countries in 2012

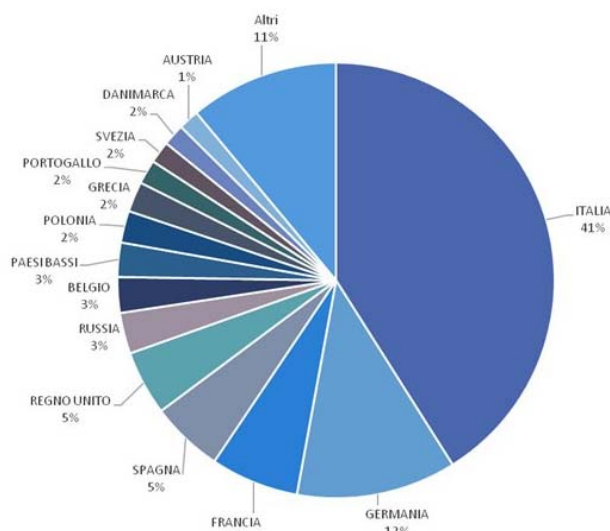
Source: Apiccaps

According to the data revealed by Apiccaps for the year 2012, amongst the top 10 footwear producing countries in the world, only 4 of them also rank amongst the major consumers, a fact which clearly demonstrates how, at world-wide level, shoes are increasingly "exchanged" and travel across the main routes of global commerce. Because of this, **exhibitions have increasingly become the meeting point between supply and demand** and less and less just a showcase with a purely promotional function, as is the case for Expo Riva Schuh, where business has always been at the heart of the fair.

Further evidence of this is the fact that the top four European countries in the worldwide consumer chart for shoes, namely **The United Kingdom, Russia, Germany and France**, are the very same that find themselves amongst the top places in the list of visitors to the event in Riva del Garda: the same is true for certain markets outside of Europe of crucial importance, such as **India** (the second consumer worldwide for footwear and the number two visitor to Expo Riva Schuh for non-European countries). The **USA**, together with Canada, accounts for 13% of the non-European visitors to Riva del Garda and **Japan** makes up 8% of the non-European visitors.

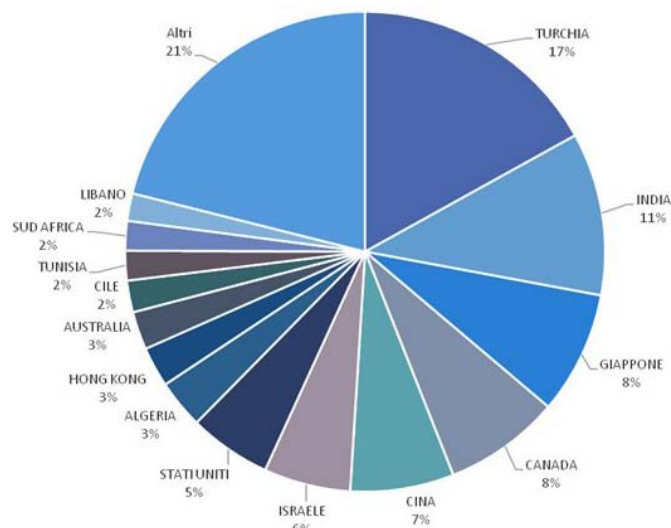
Expo Riva Schuh is therefore becoming more and more the place where major Latin

and Asian manufacturing centres meet with the key consumer markets from Europe and beyond. The growing power of the event's attraction is also proven by the fact that it concentrates its attention on the €16-45 price bracket (sell-in price,) which is the sector generating the greatest exchange volumes at world level.



Provenance of **European** visitors to Expo Riva Schuh

Source: Expo Riva Schuh data



Provenance of **non-European** visitors to Expo Riva Schuh

Source: Expo Riva Schuh data

International, business-oriented and increasingly in line with the needs of the international footwear market. That is **Expo Riva Schuh** which is currently preparing to welcome more than **1,200 exhibitors, over 70% of whom are foreign**, with the very best previews for the **Spring/Summer 2015**. The dates are set: from **June 14th to 17th 2014** in Riva del Garda.

Riva del Garda, April 8th 2014

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EXPO RIVA SCHUH COMES TO AN END, A REAL AND VIRTUAL BUSINESS NETWORK

Today, the **81st edition of Expo Riva Schuh** has closed, an **increasingly important international crossroads**, a meeting place where commercial exchanges take place and operators in the footwear sector can compare notes.

*"The edition that has just finished saw the participation of **13,213 visitors, 10% more than in January 2013** - confirms **Roberto Pellegrini, President of Riva del Garda Fierecongressi**. Expo Riva Schuh continues to succeed in attracting buyers and companies from all over the world and confirms it has the right DNA to be THE international appointment: **visitors came from 107 different countries**, an absolute record that proves the capability of the fair to extend its horizons toward new markets."*

In particular, the figures show a **growing trend in visitors who come from the Asian sub-continent**, from **North America** and from **African countries**, especially **Algeria, Tunisia and South Africa**. The presence of European operators holds firm, above all with visitors coming from **Italy, Germany and France**, and also from **Spain and the United Kingdom**.

*"The collections on show at this edition demonstrate growing attention to the research and design phase of the product - states **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi** - a sure sign that the demands of the end user are being carefully listened to. A trend to represent added value was evident throughout the entire event, as well as the ability to attract visitors from every part of the distribution chain: in fact, our information shows how, alongside the established public made up of large distribution chains, a significant presence of small and medium chains and retailers also registered."*

*"Expo Riva Schuh is the first opportunity to present **the Autumn/Winter 2014/2015 footwear collections** - adds **Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi**. It offers a preview of the season's trends and reveals that **the "must haves" for women will be ankle boots, with lug soles, in distressed leather, in dark colours or with bronze or copper reflections**. For men, on the other hand, we've seen **an all-round sporty mood**, with shiny touches, camouflage patterns and a broad use of crumpled, metallic leather. **Footwear for little stars** were on show for little ones, ranging from baroque fabrics to multi-colour inserts that liven up really sporty designs."*

As of this edition, visitors have also been able to follow all the latest news via the **new Facebook page**, which has gained 1,500 **likes** in just a few weeks. This offers yet another tool which has been made available to companies and visitors, who can interact with the fair through the FB page and follow what's going on, not just during the days of the event, but all year round. It is also a way in which to speak about Expo Riva Schuh to a varied and diverse audience and to tell the story of the event at 360°. The event has also attracted increasingly interest in the world of the web from the community of fashion bloggers.

From **business to fashion, Expo Riva Schuh is established at the point of reference for companies and buyers from the world of footwear** and is already looking forward to the next edition, scheduled for **June 14th - 17th 2014**.

Riva del Garda, January 14th 2014