

WORK IN PROGRESS FOR THE 85TH EXPO RIVA SCHUH: HIGH LEVELS OF EXHIBITOR LOYALTY AND A UNIQUE SERVICE PLATFORM

The engines are warming up for the next edition of **Expo Riva Schuh**, which will open its doors from **January 16th to 19th 2016**, inaugurating the footwear exhibition season.

*"We are very pleased with the high levels of exhibitor loyalty – say the organisers of **Expo Riva Schuh**. More than two months away from the start of the event, we have already received **over 90% re-bookings** – a fact that is of even greater significance at a time of such uncertainty in the marketplace. The companies simply don't want to miss out on Expo Riva Schuh, because it is here that they finalise the bulk of their seasonal orders and they are able to present previews of their collections well ahead of the fair calendar, giving the large chains the chance to open their seasonal ordering with extremely competitive timing, whilst retailers have the opportunity to see new styles, enabling them to fine tune their collections."*

By responding to market evolution, Expo Riva Schuh is increasingly becoming a **service platform, creating an ideal meeting point between production and distribution**, able to offer ad hoc **services** designed for the companies.

The **international element** is always at the core of the event's DNA, which, during the last edition in June 2015 welcomed exhibitors from over 40 countries and 11,366 visitors from around 100 nations, offering companies a unique setting in which to discover new markets and strengthen business contacts.

As always, great attention will be paid to the **groups of companies** coming from major footwear-producing countries, including **India, China, Brazil, Turkey, Spain and Portugal**.

Expo Riva Schuh is also working **in collaboration with ICE to welcome buyer delegations** from the **USA, Arab Emirates, Russia, Vietnam and Turkey**. The aim of the initiative is to promote quality business contacts amongst the companies present at Expo Riva Schuh and sector operators, who are increasingly well-selected and qualified, coming from the most strategic and promising markets.

At the forthcoming edition of the event, there will be an **inaugural session** where a debate will be held on the key evolutions of the international footwear market, reaffirming its role as a gauge of the evolution of the industry at global level.

And finally, Expo Riva Schuh is getting more and more social: the event is upping its presence on **social networks** with its **Facebook** page and **Instagram** profile. It is a strategy to become even more widespread, creating direct, efficient contact with exhibitors, visitors and all of the fashion community, especially the **international fashion bloggers**, who will be involved in telling the story of the next event on the various social networks. International trade press will also be high profile, giving the event global coverage, and journalists have been invited from Iran, Sweden and Australia, amongst other countries.

So make it a date in Riva del Garda at the 85th Expo Riva Schuh from 16th to 19th January 2016 to see the fashion trend reviews of the **Autumn/Winter 2016/2017 footwear collections**.



Expo Riva Schuh



@exporivaschuh

#ERS85

Riva del Garda, November 2nd 2015

EXPO RIVA SCHUH - INCREASINGLY THE MEETING PLATFORM FOR THE INTERNATIONAL FOOTWEAR SECTOR

The 84th edition of Expo Riva Schuh closes today with 11,366 visitors, up 5.5% on the June 2014 edition. The event is stronger than ever as the point of reference for the world's footwear sector, thanks to its early date in the international fair calendar and its ability to attract exhibiting companies from over 40 countries and visitors from more than 100 nations.

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*"Expo Riva Schuh brings together producers, distributors, agents and various elements of the supply chain - explains **the chairman of Riva del Garda Fierecongressi, Roberto Pellegrini**. It's more than just a fair where buyers and seller with distinct roles get together. Ours is a platform of services which create the ideal meeting environment within a complex system, where frequently those who are clients of one company are suppliers of another. In a year, this event brings in an income of 20 million to the local area and for many local businesses in the hospitality and artisan sectors, represents an important chance, given the elevated spending power of our fair guests.*

The seminar which opened the event was greeted with great interest, entitled **"The role of Expo Riva Schuh in the international market"** with a talk by **Professor Alberto Castro**, of the Portuguese Catholic University in Porto and Consultant to APICCAPS - the Portuguese Footwear Association, on the subject of **Footwear Supply and Demand - Stepping into the future**. The analysis of the various aspects of change in the footwear sector over the next ten years as presented by the professor confirmed that Expo Riva Schuh is working in the right direction to oversee the market's evolution. Amongst the key elements to emerge was the development of **on-line platforms**, which have always been a part of the event with large buying groups, especially interested in the unique mix presented at the fair, from the new collections to the revisiting of previous ones. Another key point is the development of **new emerging markets and the role of China**, which has passed from being "the factory of the world" to the de-localisation of production in other Asian countries such as Vietnam and Indonesia, expanding and redesigning the production map of the world.

*"In a market where global exchange is constantly on the up, Expo Riva Schuh is a vital link between production and distribution - states **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi**. Our trade fair know-how and knowledge, as well as our ever increasing precision in the analysis of the sector and constant market monitoring, make our event the perfect backdrop for the companies of the sector. At the end of this edition, once again the exhibitors have displayed their loyalty and expressed their wish to be present at the next editions, because their business is so closely linked to Expo Riva Schuh, where they conclude the bulk of their seasonal orders."*

Another matter examined by Professor Castro was demographic evolution, which will play an important part in re-directing production, and the open challenges for new marketing tools.

*"We have excellent results in terms of numbers, both for visitors and exhibitors. As a matter of fact, there were 1,389 companies, of whom 325 were Italian and 1,064 from overseas, presenting their products on an overall net area of 32,740m² and we have seen some important new entries from Australia, the Arab Emirates, Greece, Singapore and the USA -- adds **Carla Costa, Manager of the Riva del Garda Fierecongressi Fairs Unit**. These numbers are the result of a **great work of study carried out with extremely high levels of professionalism by Expo Riva Schuh** into new markets and international buyers, with a constant and careful monitoring of the sector at global level."*

The **previews of the collections for Spring/Summer** presented at Expo Riva Schuh featured a chic, refined but relaxed style. In the ladies' area the new styles combined glamour with a soft, romantic spirit, enhanced with lace inserts, flowers inspired by bouquets and Provence as well as laces and bows. The message for men, on the other hand, was city free style, for a man who lives in an urban setting but dreams of colour, freedom and fantasy in his spare time. So we see moccasins, ranging from the classic English styles to sneakers, revitalised in terms of their base and colour. Kiddies' footwear is all about comfort, safety, style and fun, with shiny, jewelled materials for little girls and denim teamed up with characters from blockbusters, fantasy and cartoons for little boys.

The dates for the **next edition of Expo Riva Schuh** are from **16th to 19th January 2016**.

Riva del Garda, 16th June 2015



Expo Riva Schuh

EXPO RIVA SCHUH: A PRIVILEGED POINT OF VIEW ON THE WORLDWIDE FOOTWEAR MARKET

Expo Riva Schuh opens its 84th edition from 13th to 16th June 2015: the event will offer a unique opportunity to see previews of the **Spring/Summer 2016 collections** from all over the world, presented by **1,389 exhibitors**, of whom 325 are Italian and **1,064 from abroad**, covering a net display area of **32,740m²**.

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At the opening of the fair, on **Saturday 13th June at 11.00 am**, in the conference hall of the exhibition centre, there will be a **seminar** entitled **"The role of Expo Riva Schuh in the international panorama,"** with the notable presence of **Professor Alberto Castro**, of the Portuguese Catholic University of Porto and Consultant to APICCAPS – Portuguese Footwear Association, who will give a talk on the subject of **World Footwear Supply and Demand – Stepping into the Future**, offering a reflection on the evolution of the worldwide footwear market. Also at the seminar will be the Chairman of Riva del Garda Fierecongressi, **Mr Roberto Pellegrini**, and the Managing Director, **Mr. Giovanni Laezza**. The debate, moderated by the journalist for Business and Finance of "La Repubblica" newspaper, Mr. Giorgio Lonardi, will be an opportunity to see how the sector is going and to talk about supply and demand of footwear globally, taking into consideration likely future scenarios. An important and valuable moment, starting from understanding the strategic role that Expo Riva Schuh plays, due its strong international calling and also because of its early position in the fair calendar, compared to other events.

*"We are pleased to be opening the 84th edition of Expo Riva Schuh with such big numbers, especially considering what a delicate time it is on the international fair scene – states **the Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini**. We want to continue to strengthen our role as a privileged observation point on the footwear sector at global level, and for this reason we have chosen to introduce a new and valuable opportunity for learning and debate. We are quite certain that this will help us to capitalise on our role as an international hub, able to attract exhibitors from 40 countries and to welcome visitors from over 100 countries."*

For the first time, this edition will be hosting exhibiting companies from Australia, the Arab Emirates, Greece, Singapore and the USA. The return of the group from Indonesia has also been confirmed and synergies with strategic partners, especially China and India, will be further consolidated as well as targeted activities to involve new countries.

*"Expo Riva Schuh is an event which is able to test the waters of the international footwear market trends - claims **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi** – making it, therefore, an ideal opportunity for checking out new emerging markets. It is important to remember that around 50%-60% of world commerce in volume terms is estimated to be in the medium to medium-low segment, which is precisely the market which Expo Riva Schuh deals with. In actual fact, we can estimate that one shoe in three of those acquired by a European consumer is most likely to have been seen and purchased at our event."*

Expo Riva Schuh will be monitoring the evolution of the world's footwear market, also based

on a recent survey, where certain countries emerged as being those that represent a particular commercial interest to the exhibitors of Expo Riva Schuh. First of all, the United States, benefitting from a more favourable rate of exchange and the progress of the market that has overcome the economic crisis. Then the Northern European countries, such as Germany, the United Kingdom, and surprisingly, Denmark, Sweden, the Netherlands and Finland too. And finally, Russia, which remains an important market, even though in the past few seasons the unfavourable exchange rate and geopolitical affairs have marked a significant setback. The competitive edge that Expo Riva Schuh has, is that of being able to give international buyers a wide and diverse offer whilst responding flexibly to the needs of the marketplace which is constantly evolving, and to explore diversified purchasing strategies.

*"The fair is growing alongside the market and its new requirements and we want to offer buyers and visiting operators services that are increasingly targeted and tailor-made, ensuring that they get the best out of their visit to the fair – explains **Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi**. **"Last Minutes Solutions,"** for example, is a very important service that can offer help in making the most of your stay during the fair, like finding the best local services or buying a present for an important client. The service is active by phone or via WhatsApp and WeChat. As a matter of fact, we continue to pay more attention to new forms of communication, as we have been doing for some time now via the Social Media. As of this year, apart from our existing Facebook page, we will also be present with an **Instagram** profile to help us to keep in touch directly with the fashion and blogger communities."*

A special business meeting point will be the **Buyers' Lounge** in Hall C4, a space where visitors, exhibitors and journalists will be able to develop their contacts and networking opportunities. Our collaboration with the "Associazione Cuochi Trentini" (Association of Trentino Cooks) will continue, delighting our guests in the lounge with the excellent flavours of the local area, reinforcing the link between food and socialising.... a concept which is particularly interesting given the simultaneous timing with Expo 2015.

The stars of Expo Riva Schuh will be the previews of the Spring/Summer 2016 collections, as always on show in advance, thanks to the early dates of the event in the international fair calendar.

So the date with Expo Riva Schuh is in Riva del Garda from June 13th to 16th 2015.

Riva del Garda, 13 June 2015



Expo Riva Schuh

EXPO RIVA SCHUH GETS READY FOR THE 84TH EDITION FROM 13TH TO 16TH JUNE 2015, THE INTERNATIONAL EVENT DEDICATED TO VOLUME FOOTWEAR WILL BE BACK

Increasingly international, increasingly business-oriented and with even more services and opportunities, **Expo Riva Schuh** is getting ready to welcome buyers and operators from the worldwide footwear sector at the event, which has always been the traditional starting point for the opening of the seasonal presentation calendar.

The 84th edition of Expo Riva Schuh, scheduled for **June 13th to 16th 2015**, strikes at a crucial time for the worldwide footwear sector, which for a while now has been showing some encouraging signs of picking up. The event has always offered a **privileged observation point from which to test the moods and trends of the international market**, and this appointment in Riva del Garda represents the ideal opportunity for checking out first hand whether or not these indicators do indeed mean a turning point and steady growth for the entire sector.

With over **1,300 exhibitors**, of whom around **70% are foreign**, and in excess of **12,500 visitors** from **over 100 countries**, Expo Riva Schuh is an open door to the most important players in the footwear sector, capable, in one single event, of offering a complete overview of the world's supply and demand.

The **international element** has proved, over the years, to be one of the greatest strengths of the event, and during recent editions has seen stronger links developing with strategic partners and targeted activities towards emerging countries. With regard to the exhibiting companies, for example, Expo Riva Schuh has recently signed an **important three year collaboration agreement with the five key Chinese agencies** who represent the companies who come to the event from China almost in their entirety, and is also at work to **renew the agreement with CLE**, the Council for Leather Export, to boost Indian participation.

With products on show that range from low cost Asian production to the offerings of Italian brands, and including products from the South American countries that combine research, design and competitive pricing, **Expo Riva Schuh offers buyers, who come from all over the world, the chance to develop a variety of purchasing tactics**, fundamental in being capable of responding to the ever-changing market demands. This flexibility has proved to be key in offering viable alternatives to **buyers from the Russian area**, who have discovered concrete solutions at Expo Riva Schuh, to meet the new needs of a market that was strongly hit by the ruble crisis and international tensions.

As the first date in the international fair calendar, Expo Riva Schuh is now getting ready to show off the collections for **Spring/Summer 2016** and to be the absolute first to reveal previews of the most up-to-date trends that we can look forward to for the next hot season.

Riva del Garda, April 7th 2015

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EXPO RIVA SCHUH: QUALITY ANSWERS TO THE NEW CHALLENGES OF THE INTERNATIONAL MARKETS

The 83rd edition of Expo Riva Schuh comes to a close, the leading event for the volume footwear sector and established meeting point between the major footwear manufacturing countries and the sector's operators: **12,552 visitors** in attendance, just slightly down, compared to the January 2014 edition.

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*"The event has it within its DNA to look to international markets and its positioning within the calendar makes it ideal for buyers, especially for large chains – explains **Giovanni Laezza, General Director of Riva del Garda Fierecongressi**. Over the past few years, we've been able to understand the great changes at worldwide level and it has given us great satisfaction to welcome a delegation of **international buyers**, from **Estonia, Lithuania, Poland and Russia**. Above all, a very positive sign came from the **Russian buyers, who have demonstrated their interest in quality products with a reasonable price-tag**. This, for them is a **new strategic choice** deriving from the difficult moment that the rouble is going through, and Expo Riva Schuh is responding to this both in terms of the target offered and in terms of services. Furthermore, thanks to the programme dedicated to buyers during the days of the fair - coordinated by Promos, the special agency for international activities of the Milan Chamber of Commerce – numerous qualified contacts have been made with the exhibitors and great business opportunities for the Italian companies too, who are amongst the worst hit by the market crisis in Eastern Europe."*

In order to strengthen its **internationalisation process**, Expo Riva Schuh has signed an **important three year collaboration agreement with the five major Chinese agencies** that represent almost entirely the 412 Chinese companies present at the fair. Expo Riva Schuh is also **renewing its agreement with CLE, the Council for Leather Export, to reinforce Indian participation**. These are important partnerships that demonstrate a strong bond and great sign of faith on the part of key market players in the world's footwear markets.

The 1,331 exhibitors, (of whom 984 were foreigners, with a new entry from Bulgaria), occupied a 32,500m² exhibition area where they showed **previews of their collections for Autumn/Winter 2015/16**. The trend is for a **comfort mood** and a less aggressive look with more natural colours, shapes and materials. For **women**, in particular, ankle boots have become a real must, especially amongst urban and casual styles. We have also seen the return of the boot, classic, sporty or equestrian style. In the collections dedicated to **men**, the mix of styles on offer show great attention to detail but without going over the top: from biker boots to treated leathers and dark tones, as well as strictly British shoes. In terms of **junior footwear**, the style is decidedly sporty glam, with kids' shoes that have a re-designed sporty trend.

In order to meet the needs of **exhibitors and visitors**, the event's new dedicated services met with great success. These included **Last Minute Solutions**, on hand to make the stay easier in Riva del Garda for anyone taking part in Expo Riva Schuh, and the **Buyers' Lounge**, a meeting place which, thanks to the partnership with the Trentino Cooks' Association, for the culinary side of things, showcased products from the Trentino area.

The dates for the **next edition of Expo Riva Schuh** are from **June 13th to 16th 2015**.



Riva del Garda, January 13th 2015.

SHOES OF THE WORLD AT EXPO RIVA SCHUH THE 83RD EDITION OF THE EVENT IS SCHEDULED FROM JANUARY 10TH TO 13TH 2015 IN RIVA DEL GARDA

Today sees the opening of the 83rd edition of Expo Riva Schuh: and the absolute star of the show, as always, are shoes – ready to set off from Riva del Garda to fill shoe shops all over the world.

And it's not just all talk: over the past few years, the event has upped its **leadership in the volume footwear sector** and has been established, once and for all, as the meeting place between **most important manufacturing areas** and **key international consumer markets**.

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*"The most recent editions of Expo Riva Schuh have continued to register excellent results - explains **the president of Riva del Garda Fierecongressi, Roberto Pellegrini** - despite the overriding uncertainties of the market today and the difficulties encountered by fairs in this sector. These results show just how the event has managed to read into the changes in progress and interpret them from very early on, by adapting its strategies within a totally transformed worldwide scenario. Expo Riva Schuh has been able to evolve, without ever losing sight of its identity: this is the real strength of the fair which has managed to establish its pivotal role at a global level in the heart of the Trentino region,."*

Expo Riva Schuh has strengthened the **internationalisation** aspect of the event, which, over time, has made it possible to build long-lasting partnerships with Organisations, Associations and companies from the countries at the forefront of the international footwear market. At this, the 83rd edition, Expo Riva Schuh will host a **delegation of buyers from Russia, Poland and the Baltic Republics of Estonia and Lithuania**, each of which will be represented by more than twenty important shops and local retailers. Their attendance, coordinated by Promos, (the Special Agency for international activities of the Milan Chamber of Commerce), constitutes an important meeting opportunity with operators from Eastern Europe and a concrete business opportunity for the companies attending the fair.

*"Considering the positive outcome of the previous edition, we once again wanted to invite some important foreign buyers to the January edition - states **Giovanni Laezza, General Director of Riva del Garda Fierecongressi**. In particular, we have been concentrating on buyers from the Russian area, who have suffered especially badly from the tension of the international climate, as we really wanted to give a strong indication of our attention towards this market and create quality opportunities for meetings and business for the companies at the fair, above all for the Italians, who, more than others, have been penalised by this situation."*

From the exhibitors' point of view, work continues to **exploit and qualify the presence of collective groups**, from both the space and the concept points of view: an important step forward is demonstrated by the **three year agreements signed between five of the key Chinese agencies**, the objective being to further improve the quality of the groups at the fair and strengthen their presence in the medium term; furthermore, participation is also confirmed for groups and companies coming from **India** and **Brazil**, the two countries which, together with China, represent the majority of worldwide footwear manufacture.

As always, plenty of space will be given over to the **services dedicated to exhibitors and buyers**, the real icing on the cake of the event. Once again for this edition the **Buyers' Lounge** will offer a place to meet and to get to know the Trentino region, thanks to the partnership with the Federation of Trentino Cooks, who will take care of the food side of things.

Likewise, the **Last Minute Solutions** service, aimed at making the stay in Riva del Garda easier, will be on hand for all those taking part in Expo Riva Schuh to offer advice, ideas and suggestions for whatever needs, big or small, business or leisure, that may crop up during the days of the fair (restaurant bookings, gift sourcing for an important client, etc.).

*"With the aim of offering an increasingly efficient service - adds **Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi** - we have expanded our visitor profiling system by means of on-line registration: the objective in the medium term is to create a fair that is constantly in line with the visitor and to provide a one-to-one matching service, with targeted meetings, scheduled before the fair starts, to ensure that the visit to the fair is fully exploited."*

From **January 10th to 13th 2015 in Riva del Garda**, Expo Riva Schuh will officially inaugurate the calendar for the presentation of the **Autumn/Winter 2015/2016** collections, where 1,330 exhibitors, of whom 983 come from overseas, covering an exhibition area of 32,500 m² will put the best they have to offer on display, ready to become a real international crossroads for footwear exchange.

Expo Riva Schuh, January 10th 2015

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