

# exporivaschuh

## Presentation of Expo Riva Schuh at Stockholm Shoe House, Thursday the 12<sup>th</sup> of October 2017

Italian Trade Promotion Agency has the pleasure to invite you to a presentation of the International Shoe Fair **Expo Riva Schuh** at Stockholm Shoe House, Nacka Strand on Thursday the 12<sup>th</sup> of October.

**Expo Riva Schuh** is the leading international exhibition for volume production footwear at a mid-range price point and an opportunity to identify international market trends and shifts. Please find out more about the fair at: <http://exporivaschuh.it/en>

### Thursday 12th October

- 10.00 - 10.45 Presentation of **Expo Riva Schuh** by Carla Costa – *Expo Riva Schuh Manager*
- 10.45 - 11.45 Worldwide overview of shoes retailing – Which are the main retailing trends? - by Enrico Cietta – partner of **Diomedea** Research Company
- 11.45- 12.15 Open discussion; The footwear industry: Global & Local (Themes: Market evolution, Distribution, Sales trends, Consumer tastes)
- 12.30 Departure by boat to the Italian Embassy, Oakhill, Djurgården
- 13.15 - 14.30 Network lunch at the Italian Embassy with participating companies, journalists and institutions
- 14.45 - 16.00 **Expo Riva Schuh**, a real business platform – Round-table about the different markets represented by the companies participating at the workshop

**Location:** Stockholm Shoe House, Cylindervägen 20, Nacka Strand

\*10.10 - 10.43 For the arrival there is a public boat possible from Nybrokajen to Nacka Strand

**For our guests from the Nordic countries, we will offer** Flight round-trip and Hotel in Stockholm, 1 night

We are looking forward to you attendance! Would you please RSVP ([stoccolma@ice.it](mailto:stoccolma@ice.it))

Kind regards,  
Corrado Cipollini  
Trade Commissioner

