**SOME USEFUL INFORMATION FOR PRESS STAFF**

* PRESS ACCREDITATION

**How to receive your ticket for the fair to be held in Riva del Garda from July 18th to 20th PLUS the link to access the fair’s digital platform straight from your inbox.**

To register and to obtain the all-important accreditation to gain access to the Riva del Garda Exhibition Centre during the fair as well as the link to explore the virtual world of the Digital Connection, just click on this link > (<https://exporivaschuh.it/it/richiesta-accredito-area-stampa>) and complete your registration. **Please note that a new registration is required for every edition of the fair. So if you have registered with us in the past, you will need to enter your details and send us a new request.**

* PRESS LOUNGE

**How to find the fair’s new press room – a place where you can meet our press office staff in complete safety, collect your press pack, gather useful information about the fair, set up interviews, use one of our PC stations and enjoy all the other exclusive services provided for press staff.**

In July 2021, the fair’s press room, which we have called the ‘Press Lounge,’ can be found inside the fair, in **Hall B1 (basement)**, in **area C09. To be able to reach this new site for the press room, you will require an entrance ticket/press accreditation.**

* PRESS PACKS AND OTHER USEFUL INFORMATION

**How to consult the Expo Riva Schuh & Gardabags press releases in Italian and English, find all the useful materials you need for your work and request any further details or interviews, etc..**

The commitment of Riva del Garda Fierecongressi, the fair organiser, to sustainability can also be seen in small gestures. Indeed, starting from July 2021, visiting journalists will no longer receive the traditional printed press pack. At the Press Lounge entrance, you will be able to pick up a QRCode enabling you to access the virtual press area at any time on the exporivaschuh.it website, which you can also consult here > (<https://exporivaschuh.it/it/area-stampa>).

Within this virtual space, you can:

* gain accreditation and request your fair entrance ticket PLUS the link to access the Expo Riva Schuh & Gardabags digital platform
* consult press releases in Italian and English in real time
* sign up to receive all the press releases straight to your inbox
* browse and download high resolution photographs from the fair
* watch videos
* download personalised banners and other useful event communication materials
* find the press office contacts

**Expo Riva Schuh & Gardabags Press Office**

**Tel. +39 0464 570146**

**email: press@exporivaschuh.it**

* MEDIAWALL

**Identify and manage your desk in person or remotely within the fair's Mediawall: a space dedicated to information, trends and industry innovation.**

Near the entrance to Hall B2 (ground floor, immediately beyond the turnstiles) you will find the Mediawall. If you have already arranged with the organiser to have a space within this area, you can set up your reserved desk independently, or send the magazines that you wish to distribute to the organiser, then collect them personally and/or ask for them to be set out and taken care of by one of our hostesses during the event.

**How to send your magazines?**

Magazines should be sent to this address:

Riva del Garda Fierecongressi

Via Baltera 20

38066 Riva del Garda (TN)

Italia

Alla c.a. di Jessica Rinaldi

**What happens to any magazines left over?**

If, at the end of the three days of the fair, not all of your magazines have been distributed, the organiser will take care of their disposal. If you wish to arrange for them to be returned, however, you can write to us at [press@exporivaschuh.it](mailto:press@exporivaschuh.it) before the end of the first day of the fair (18.07.2021) providing all the necessary details and indications to activate this service. **Please note: all shipping costs (despatch and return) are the publisher’s responsibility.**

* DIGITAL CONNECTION

**How to consult the product catalogues and access many other useful functions and content for press activity.**

Accredited press staff will receive, over and above the email with their entrance ticket, a second email from this address: [swapcard@exporivaschuh.it](mailto:swapcard@exporivaschuh.it). By clicking on the activation link which you will find in this 2nd message, you can generate a password to gain access to the Digital Connection – the fair’s virtual platform.

Access to the digital platform is available at all times via the exporivaschuh.it home page (select [ACCESS PLATFOR](https://app.swapcard.com/event/95-ers)M) and, amongst other things, enables you to:

* consult the list of fair exhibitors (both the exhibitors present on site and those exhibiting virtually)
* browse the product catalogues and carry out targeted searches, thanks to the 15 search filters
* watch recordings of the Expo Riva Show events that took place from June 13th to 15th, where various international industry opinion leaders got together to discuss:

***‘The footwear, leather goods and accessories sectors: what can we expect in the coming months?’*** *with:*

*Enrico Cietta* - President of the Expo Riva Schuh Scientific Committee and Economist

*Matteo Pasca -* Vice President of the Expo Riva Schuh Scientific Committee and CEO of Arsutoria

*Manfred Junkert -* General Manager of HDSL - Federal Association of the German Footwear and Leather Goods Industry

*Lucy Reece Raybould -* Chief Executive of BFA (The British Footwear Association).

***‘Sustainability: come to make it possible (and simple)’*** *with:*

*Rossella Ravagli* -Member of the Expo Riva Schuh Scientific Committee and Strategic Advisor and Director of Three-Year Course of Higher Education in Sustainable Fashion at Accademia Unidee/Pistoletto Foundation

*Dorothy Lovell -* Textile and Garment Lead OECD Centre for Responsible Business Conduct

*Marie-Laure Piednoir* - Sustainability Programme Manager of Salomon *Simone Colombo -* Head of Corporate Sustainability for OVS, and *Francesca Romana Rinaldi -* Coordinator of the Monitor for Circular Fashion at SDA Bocconi.

***‘Sourcing: what can we expect post-pandemic?’*** *with:*

*Ellen Schmidt-Devlin* - Member of the Expo Riva Schuh Scientific Committee in charge of International Sourcing, Cofounder and Executive Director, Sports Product Management Programme at Oregon University *Matt Priest* - President and CEO of FDRA Distributors and Retailers of America

*Gary Raines -* Chief Economist at FDRA Distributors and Retailers of America

*Edwin Keh* - CEO of the Hong Kong Research Institute of Textiles and Apparel

*Michael Gamper -* CEO of ebp Global, and

*Robert Hiley -* Head of Production Partnerships at ECCO Shoes.

* Access to general information about the fair, its services and all the measures in place for the safety of participants.
* SAFETY

**How to obtain useful information about national and international transfers and enjoy the fair experience safely and with peace of mind.**

**What to do before your journey (outgoing and inbound)?**

1. Check entry/exit requirements for Italy on the portal [Ministero degli Affari Esteri e della Cooperazione Internazionale](https://infocovid.viaggiaresicuri.it/) (<https://infocovid.viaggiaresicuri.it/>)

2. Take a look at the practical guidelines that we hace prepared for you and which we keep constantly updated to help you know all you need to know regarding entry requirements (<https://drive.google.com/file/d/1B-uidsv4VrPX8sHn5yBIreqfk14RjhxL/view>)

and exit requirements (<https://drive.google.com/file/d/1JdVohs9nNvSL-0sSX-bxJf9kKMbpb9WB/view>) from your country for business reasons.

3. Make sure you have your [**green pass**](https://www.dgc.gov.it/web/ottenere.html) (https://reopen.europa.eu/it/) to be able to enjoy free access to the Riva del Garda exhibition centre before, during and after the event. Please note: **This document is obligatory for everyone – exhibitors, visitors, stand-fitters but also for suppliers and exhibition staff.**

4. Contact ON THE GO, our travel agency at [ONTHEGO](https://exporivaschuh.it/it/hotel-trasferimenti) (<https://exporivaschuh.it/it/hotel-trasferimenti>) to plan your risk-free business trip to Riva del Garda: from hotels to airport transfers, local shuttles and vehicle/location bookings.

5. Take advantage of our new ‘Safe Fair Objective’(<https://exporivaschuh.it/it/obiettivo-fiera-sicura>) and book now for your rapid swab test/molecular test which you can carry out at the fair before you travel home.

**What measures are in place at the fair to ensure that we contain Covid-19?**

The four main measures are:

* the obligatory use of correctly worn PPE (surgical mask) for EVERYONE
* regular hand sanitisation
* social distancing, avoidance of crowding
* obligatory possession and display of a valid European Green Pass or rapid swab test

All the measures that make up the Riva del Garda Fierecongressi protocol for Expo Riva Schuh & Gardabags sono are available in this video (<https://youtu.be/0Rik_RYq8QQ>).

* GREEN PASS AND SWAB TESTS

**As a member of the press, the fair offers you the chance to take a free rapid test** (results in 15 minutes) or a **molecular test** (results in 24 hours) on site.

Ithe rapid tests will be carried out at the exhibition centre in a special outdoor area at the following times:

**July 11th to 16th**: 7:30 - 10:30

**July 17th:** 8:00 - 17:00

**July 18th/19th:** 7:30 - 16:30

**July 20th:** 7:30 - 15:30

-**July 21st to 23rd:** 7:30 - 10:30

Molecular tests will ONLY be available on **July 19th:** 8:00 - 11:30.

**Please note! To help us to coordinate the system and to gain free access (only available to press staff) it is vital that you book your test by email:** [**press@exporivaschuh.it**](mailto:press@exporivaschuh.it) **indicating the date and time that you intend to arrive at the fair.**

**Access to the fair will only be permitted upon receiving a negative rapid test result.**

15 minutes after the test, our staff will advise you of your test result. In the event of a negative result, fair access procedure is as follows:

* registration of participant on the platform accompanied by a photograph taken in real time
* issue of a provisional document for immediate fair access (subject to entrance ticket availability)
* receipt within two hours of an email with a link to be able to download a green pass (the test will automatically be uploaded by the organiser on European EU Green Pass system). .
* ACCOMMODATION AND TRANSFERS

**Where to stay and who to contact for information regarding your transfer to Riva del Garda**

Everything you need for accommodation and transfer purposes (airport, urban and beyond) are taken care of by the ON THE GO travel agency.

Follow this [link](https://exporivaschuh.it/it/hotel-trasferimenti) (<https://exporivaschuh.it/it/hotel-trasferimenti>) to discover all the services offered by Expo Riva Schuh & Gardabags’ new partner, or call them on the following number:

ON THE GO Travel Agency

Tel. +39 0464 570370

booking@exporivaschuh.it

* EVENTS FOR JOURNALISTS

**OPENING CEREMONY EXPO RIVA SCHUH & GARDABAGS -** [**RIBBON-CUTTING CEREMONY**](https://context.reverso.net/traduzione/inglese-italiano/ribbon-cutting+ceremony)

Sunday 18th July 2021 | at 10,30 a.m. | Main Hall of the Exhibition Centre -[*Via Baltera 20, Riva del Garda (TN)*](https://goo.gl/maps/sHwqgSkZBUN8wV5E9)

Speakers ([in order of appearance](https://context.reverso.net/traduzione/inglese-italiano/in+order+of+appearance)):

Roberto Pellegrini - Chairman of Riva del Garda Fierecongressi

Alessandra Albarelli - General Manager of Riva del Garda Fierecongressi

Luigi Di Maio - Italian Foreign Minister *(online participation)*

Cristina Santi - Mayor of Riva del Garda

Maurizio Fugatti and Roberto Failoni - President e Assessor of Provincia Autonoma di Trento

*Public Event with* [*simultaneous translation*](https://context.reverso.net/traduzione/inglese-italiano/simultaneous+translation) *in English (*[*https://drive.google.com/file/d/1Sy0G1P9-NxyxPVNjkfQSnrHotPfNtHXx/view?usp=sharing*](https://drive.google.com/file/d/1Sy0G1P9-NxyxPVNjkfQSnrHotPfNtHXx/view?usp=sharing)*)*

**FOOD&SHOES GALA DINNER**

Sunday 18th July 2021 | at 08,00 p.m. | Spiaggia Olivi -[*Via Giardini di Porta Orientale 5, Riva del Garda (TN)*](https://goo.gl/maps/sHwqgSkZBUN8wV5E9)

*Invitation-only Event*