

89th edition 13.→16.01.2018

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the fair that moves the world

NEW WORLDWIDE BALANCE FOR VOLUME FOOTWEAR AT EXPO RIVA SCHUH

**THE 89TH EDITION OF THE EVENT WILL RUN FROM 13TH TO 16TH JANUARY
2018 IN RIVA DEL GARDA**

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Between accelerations and braking, between growths and setbacks, the footwear sector is going through a phase of intense change: as far as **production** is concerned, the power relations between the main world centres are changing, while on the **distribution** front, shops are turning into places where we make purchases and a space in which we experience the brand and the product.

The date with **Expo Riva Schuh** is therefore becoming an opportunity to draw a picture of the global footwear panorama and to analyse future perspectives and developments: the *opening talk* on **Saturday 13th January**, at **11:00** to be held in the meeting room at the Riva del Garda Exhibition Centre, will deal with precisely these matters.

*"In an increasingly technological and digital context – explains the **Chairman of Riva del Garda Fierecongressi, Roberto Pellegrini** – the "offline" occasions, such as Expo Riva Schuh have, paradoxically, reinforced their role, because they offer the chance for the entire production and distribution chain to meet and compare their ideas. Our event has always continued to display positive results, despite the many changes and uncertainties in the international market place: this goes to show how the fair has managed to adapt its strategies to meet the new demands of the sector, yet without ever losing sight of its true identity.*

The new trends in the world's footwear production, together with system developments that are increasingly flexible and automated in the west, and ideas that are ever more geared towards the local markets in Asia, result in important news for the exhibitors at the fair. At this edition, groups from **Bulgaria** and the **Czech Republic** will join the companies from China, India and Brazil along with the offerings from **Italian and European brands**. And, for the first time, **Paraguay** will also be represented.

Altogether, the exhibition halls in Riva del Garda will host the **Autumn/Winter 2018/2019** collections from **1,455 exhibitors, of whom 1,177 are foreign, coming from 37 countries**.

*"The market needs to come to terms with an increasingly knowledgeable and demanding consumer – says **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi** – who does not only use his or her smartphone to make purchases, but also to compare prices and seek out information about the product. For our fair, this phenomenon means that on the one hand, the needs of the buyer have changed, and, on the other, that even the professionals who are distant targets from those traditionally present at our fair, such as retailers, producers of private labels and representatives from the major e-commerce channels, have started to visit Expo Riva Schuh. Our challenge for the future will be that of offering convincing answers to these new demands."*



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Amongst the visitors to the 89th edition, a **delegation** will be present consisting of **26 buyers from 11 countries (Sweden, Norway, Finland, Denmark, Estonia, Romania, Russia, Serbia, Hungary, Croatia and the Ukraine)** organised with the support of the ICE Agency.

Altogether, Expo Riva Schuh is getting ready to welcome around **13,000 sector operators** from over 100 nations.

*"Expo Riva Schuh is approaching a very important landmark, that of the 90th edition - comments **Carla Costa, Manager of the Fairs Department of Riva del Garda Fierecongressi**. For this reason, we can do no other than look towards the future. We will, as a matter of fact, be presenting a brand new project, that will come together at the June 2018 edition and that will aim to offer an increasingly targeted and diversified offering to the buyers who come from all over the world to visit our event."*

Business, networking, social networks and a new project on the horizon: these are the ingredients of the 89th edition of Expo Riva Schuh, the global platform for volume footwear.

Riva del Garda, 13 January 2018

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EXPO RIVA SCHUH AND THE INTERNATIONAL FOOTWEAR SCENARIO: THE OPENING TALK LOOKS TOWARDS THE FUTURE

Expo Riva Schuh will once again dedicate the opening talk to an informed debate and discussion on the future of the worldwide footwear scene, scheduled for **11 am on Saturday 13th January** in the conference room of the Riva del Garda Exhibition Centre.

Expo Riva Schuh, which has always been something of a litmus test as far as the latest trends of the sector go, thanks to its early positioning in the international fair calendar, offers the chance, at this meeting, to analyse the world of footwear today and the role of the trade fair.

At the centre of the debate will be the figures that emerged from the World Footwear Yearbook, a noteworthy publication produced by APICCAPS (the Portuguese National Association for Producers of Footwear, Components and Leather Items), as part of the World Footwear Project, revealing the related trends in the first half of 2017 for the world's footwear industry. The World Footwear Yearbook has now reached its seventh edition and studies the key market flow at worldwide level, each year providing a precise image of the positioning of the sector's most important international players.

From an examination of the **Countries in focus for 2017 - China, the USA, France, Germany and India** – certain key facts emerge regarding the evolution of the markets.

India, whose production is confirmed as mainly destined for the domestic market, and **China**, continue to grow as footwear consumer countries. China, more specifically, has significantly reduced its percentage of footwear exports on a worldwide scale yet, at the same time, the average cost of a pair of exported shoes has more than doubled over the past ten years. This figure is particularly interesting when interpreting the evolution of this great player in the world's footwear market.

In 2016, the **North American market** slowed down considerably, while **Russia** is regaining its role as a key importing country after a period fraught with difficulties at internal level.

Other **European countries**, such as France and Germany, are at the heart of a special in-depth study into the latest market trends.

To present these figures, along with the latest updates from the seventh World Footwear Yearbook, will be **João Maia, Managing Director of APICCAPS**, together with the **Managing Director of Riva del Garda Fierecongressi, Giovanni Laezza**.

The opening talk will be moderated by the **customs and fashions journalist of La7 and Book Moda, Cinzia Malvini**, who will take this opportunity to share her journey through the



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latest trends in fashion accessories from a personal and privileged point of view.

The story told by Cinzia Malvini regarding the latest fashion evolutions will provide an important pretext to the future of Expo Riva Schuh, which, at the 90th edition in June, will inaugurate **Gardabags**. This project will complete the product range offered at the fair with a careful selection of bags, belts and leather accessories, responding to the growing demand for a total look for an increasingly evolved end-user.

The journalist will discuss this matter with **Roberto Pellegrini, Chairman of Riva del Garda Fierecongressi**, and **Carla Costa, Fairs Manager of Fiere Riva del Garda Fierecongressi**.

Riva del Garda, January 13th, 2018.

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GARDABAGS: EXPO RIVA SCHUH'S NEW PROJECT – ALL ABOUT ACCESSORIES.

From the experience gained through Expo Riva Schuh, the major fair aimed at volume footwear, **Gardabags** is born – the new project by Riva del Garda Fierecongressi which is all about accessories and which will celebrate its first edition at the 90th Expo Riva Schuh, **from June 16th to 19th 2018.**

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"Detail is as important as it is essential, Christian Dior used to say. Accessories play a key role in fashion – explain the organisers of Expo Riva Schuh – and for this reason we have decided to expand the horizons of our event to include bags too, paying particular attention to the medium range product, in line with the target of the footwear on display at Expo Riva Schuh. Our international visitors have to deal with an increasingly evolved consumer, who is interested in the total look and who appreciates style at 360 degrees."

The idea is to respond to the ever-increasing demand for the total look, and so Garda-bags completes the product range of Expo Riva Schuh with a carefully selected line of bags, belts and leather accessories, offering the 13,000 plus European and international visitors who come to Expo Riva Schuh the chance to find the only international business hub for this sector's production in Riva del Garda.

There will be **exhibitor** chosen for the first edition of Gardabags from **Italy, Spain, France, Portugal, China, India and Thailand**, who will display their products in an area of over 2,000m² in the brand new **Palavela** in Riva del Garda, a unique location that will provide a special setting for the inauguration of this new project.

"Garda-bags is an important step forwards in the evolution of the event – conclude the organisers of Expo Riva Schuh. We wanted to provide a timely response to the demands of the marketplace and the new dynamics of production and distribution, going ahead with our innovation strategy and the continued growth of the event, thus making it even more innovative and competitive in the international exhibitions arena."

Riva del Garda, January 13th, 2018



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THE EXPO RIVA SCHUH FIGURES

Date	13th / 16th January 2018
Opening times	13th, 14th & 15th January from 9.00 to 18.00 16th January from 9.00 to 16.00
Access	Trade only
Frequency	Bi-annual
Services	Shuttle bus from/to Expo Riva Schuh/ Verona, Milan Malpensa, Milan Linate & Bergamo airports. Booking essential. Payment applies. Local shuttle bus service Congress Centre – Exhibition Centre Starting at 8.20 a.m. until 17.40, every 20 minutes. Local shuttle bus service Exhibition Centre - Congress Centre Starting at 8.40 a.m. until 19.20, every 20 minutes. Local shuttle bus service free of charge. Self-service and restaurant in Hall B5. Buyers Lounge in Hall C4
Venues	Exhibition Centre - Congress Centre - Hotels
Net occupied space	32,412.36 m²
No. of Exhibitors	1,455
Italian exhibitors	278
Foreign exhibitors	1,177
Visitors	Organised Italian and overseas distribution: department stores, hypermarkets, purchasing groups, catalogue-shopping, chain stores, large organised retailers, wholesalers, importers. Italian and overseas small chains and retailers.
Products	Men's, women's and children's collections.
Organised by	RIVA DEL GARDA FIERECONGRESSI S.P.A.
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FORTHCOMING EDITIONS

90TH EDITION OF EXPO RIVA SCHUH

16th – 19th June 2018

91ST EDITION OF EXPO RIVA SCHUH

12th – 15th January 2019

92ND EDITION OF EXPO RIVA SCHUH

15th – 18th June 2019

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