

90th edition 16. → 19.06.2018

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the fair that moves the world

EXPO RIVA SCHUH GOES DIGITAL AND CELEBRATES ITS 90TH EDITION

FROM 16TH TO 19TH JUNE, NUMEROUS INITIATIVES TO CELEBRATE THIS IMPORTANT ANNIVERSARY

press

Expo Riva Schuh has reached its 90th edition and keeps on going: all eyes are on the present and the future of the world's footwear market, which has undergone profound changes since the fair first started out, over 40 years ago.

Today's market speaks of an increasingly well-informed consumer, both demanding and used to the speed of the digital world with all its technology. In this new context, operators need to adapt their strategies and acquisition models and at Expo Riva Schuh, they will enjoy a valuable chance to meet up and exchange views.

The relationship between digital technology and the acceleration of timescales for the creation, production and consumption of the fashion product will be the theme of the opening talk, entitled "**(Too) fast for fashion: digital technology and the speed of fashion**" scheduled for Saturday 16th June at 11:00 am at the Exhibition Centre Meeting Room in Riva del Garda.

*"This 90th edition certainly doesn't represent a point of arrival for us – states the Chairman of Riva del Garda Fierecongressi, **Roberto Pellegrini** – but a new departure. Today, Expo Riva Schuh is a reference point that companies, retailers and buyers simply cannot afford to miss. The fair will provide them with the chance to analyse market trends and develop shared, effective strategies. This is the point from which we must start to continue the growth of our fair, offering companies and buyers quality opportunities in which to conduct quality business."*

Amongst the exhibitors, **there is an increase in the number of Spanish and Portuguese companies**, thanks to the greater collaboration with FICE (the Spanish Footwear Industry Federation) and APICCAPS (the Portuguese Footwear, Components, Leather Goods Manufacturers' Association). The presence has also been confirmed of various **collectives of companies from China, India, Brazil, Indonesia, Pakistan, Hong Kong, Tunisia and Turkey**. Altogether, there will be 1,474 exhibitors from 37 different countries, presenting their collections for **Spring/Summer 2019** in the exhibition halls of Expo Riva Schuh.

*"The stronger presence of European exhibitors at Expo Riva Schuh is in line with the trend for export from European companies mainly from countries within the EU - explains **Giovanni Laezza**, Managing Director of Riva del Garda Fierecongressi. We are also witnessing a resurgence of the Russian market, while on a global level, China and India are showing a growth in domestic consumption, which opens up new and interesting prospects for these countries. The international dimension of Expo Riva Schuh allows us to be something of a litmus test for the changes taking place internationally."*

Amongst the 13,000 plus visiting business men and women from over 100 different nations, the 90th edition Expo Riva Schuh will host delegations of buyers from **Croatia, Serbia, Russia and the Ukraine** resulting from the collaboration with the ICE agency.



Riva del Garda – Fierecongressi S.p.A.
Parco Lido • 38066 Riva del Garda (Tn)
Tel. +39 0464 520 000 Fax +39 0464 570 130
sito: www.exporivaschuh.it
e-mail: info@exporivaschuh.it

PRESS OFFICE - Diomedea
Via Biondelli 9 - 20141 Milano
Tel. +39 0289546251 Fax +39 028466743
e-mail: area.comunicazione@diomedea.it

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*“For a while now, we’ve been moving forwards with specific actions related to some of the most interesting markets – explains **Carla Costa, Manager of the Riva del Garda Fierecongressi Fairs Unit** – both through our ‘Expo Riva Schuh Around the World’ project and also with our targeted meetings with representatives of Trade Bodies and Associations. Our objective is to involve new operators and new market areas to continue expanding our offer at the fair, in line with trade trends.”*

There will be a number of new initiatives to celebrate the event’s 90th edition, involving the whole town, as a sign of the strong link between the fair and the local area. There will be professional dancers and singers and three pianos will be placed at the disposal of anyone wishing to play them amongst the features of this celebration in the heart of Riva del Garda. And, in the evening, there will be video mapping spectacles to illuminate the town and tell the story of Expo Riva Schuh. All this will be organised and coordinated by the Friends of Expo Riva Schuh Association, created to enhance the history of the event and promote its link with the local area.

Riva del Garda, 16th June 2018

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gardabags

going into details

GARDABAGS, AN INTERNATIONAL AND ARTISAN SOUL FOR THE FIRST EDITION OF THIS EVENT THE DEBUT OF THE TRADE FAIR FOR ACCESSORIES WILL BE HELD IN RIVA DEL GARDA

press

Personalisation, creativity and authenticity: the quest for an increasingly unique and distinctive style has today led consumers to give great importance to the role of the fashion accessory. In response to this renewed demand, **Gardabags** will be launched, the new exhibition project by Riva del Garda Fierecongressi that will make its debut from **16th to 19th June** alongside Expo Riva Schuh.

The event was created with a strong international leaning, evident right from the outset with this first edition, where over 2,000m² of exhibition space will host 62 companies from **Italy, China, India, The Arab Emirates, Poland, Spain, the United Kingdom, Germany and Portugal.**

*"For us, it was important to create an event that immediately offered a high level of internationalisation – states **Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi.** With Gardabags, we want to offer an additional chance to the buyers who come to Expo Riva Schuh: the synergy between two events that will provide the only international business hub for footwear and accessories for the volume sector."*

The international dimension will be interwoven with craftsmanship and the value of the local area **in a special space dedicated** to several companies from Trentino who create accessories based on the use of natural or recycled materials. This area will host items created from the ring-pulls of cans by **Dalaleo**, those created by recycling tarpaulins from lorries and branded **Volver UpCycling**, accessories by **Fenz Your Friends** using natural materials (wood, cork, paper and stone), eco-sustainable fabrics by **B-Recycled** and the wooden and leather creations of **Embawo.**

*"The presence of these companies within Gardabags - says **Carla Costa, Manager of the Riva del Garda Fierecongressi Fairs Unit** – allows us to underline our attention towards the matters of sustainability and circular production, which are becoming increasingly pivotal in the world of fashion too. We also want to offer a new model for artisan production, which brings together ancient skills with new digital and social competence."*

The products on display at Gardabags will be shown inside PalaVela, the new exhibition area in Riva del Garda, situated in the town centre on the shores of Lake Garda.

Riva del Garda, 16th June 2018



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Tel. +39 0464 520 000 Fax +39 0464 570 130
sito: www.exporivaschuh.it
e-mail: info@exporivaschuh.it

PRESS OFFICE - Diomedea
Via Biondelli 9 - 20141 Milano
Tel. +39 0289546251 Fax +39 028466743
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FASHION AT A TIME OF DIGITAL REVOLUTION: THE EXPO RIVA SCHUH DEBATE

THE TALK WHICH WILL OPEN THE 90TH EDITION AIMS TO ANALYSE THE IMPACT OF NEW TECHNOLOGY ON THE WORLD OF FASHION

press

The success of the fast fashion business model, which features speed as a competitive strategy, has imposed a multi-level re-think for some time now on the timescales of the fashion world. At the same time, the massive diffusion of digital technology has given companies and consumers the tools to guarantee an increasingly direct and immediate interaction.

But how are these two phenomena linked? Is it the demands of fast fashion that pushes us towards digitalisation or is it new technology that continues to impose increasingly rapid timescales? Starting out from these questions, the opening talk will develop: "**(Too) fast for fashion: digital technology and the speed of fashion,**" scheduled for **Saturday 16th June at 11:00 am** in the Meeting Room of the Riva del Garda Exhibition Centre.

The debate will be moderated by the customs and fashion journalist for La7 and Book Moda, **Cinzia Malvini**, and will see the participation of **Andrey Golub**, CEO of Else Corp (an Italian start-up company specialised in Virtual Retail solutions), who, together with **Giovanni Laezza**, Managing Director of Riva del Garda Fierecongressi, and **Carla Costa**, Manager of the Riva del Garda Fierecongressi Fairs Unit, will provide an overview of the trends linked to the diffusion of digital technology for the creation, production and purchase of fashion products.

The spread of 3D technology, 4.0 Industry systems and artificial intelligence are moving us towards the development of *Virtual Retail* models which enable companies to offer unique, futuristic purchasing experiences, with perfectly fitting products and more sustainable production. This new business model is developed around three core concepts: **industrial made-to-measure**, which includes made to measure solutions and those for the individual consumer; **mass customisation**, where industrial products are personalised and **made to order**, unique creations made to specific request.

With Virtual Retail, products thus become immediately available and adaptable in real time to the demands of the consumer, who is directly involved in the co-design process, the purchase and the personalisation of the product. On the other hand, artificial intelligence systems 'learn' the tastes and demands of the consumer, helping companies to come up with correctly styled, well-fitting products. Digital technology even assists with the traceability of the entire production chain in a context where consumers are ever more informed and knowledgeable.

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EXPO RIVA SCHUH USEFUL INFO

Date	16th to 19th June 2018
Opening times	16th, 17th, 18th June from 9:00 to 18:00 19th June from 9:00 to 16:00
Access	Trade only
Frequency	Six-monthly
Services	Shuttle bus from/to Expo Riva Schuh/the Airports of Verona, Milan Malpensa, Milan Linate, Bergamo. Booking essential. Payment applicable. Local shuttle bus service from the Congress Centre – Exhibition Centre starting from 08:20 to 17:40, every 20 minutes. Local shuttle bus from the Exhibition Centre – Congress Centre starting from 08:40 to 19:20, every 20 minutes. Local shuttle bus service is free of charge. Self-service and restaurant in Hall B5. Buyers Lounge in Hall C4
Venue	Exhibition Centre / Congress Centre / Hotels
Net m² occupied	32,421.36
Exhibitors	1,474
Italian Exhibitors	275
Overseas exhibitors	1,199
Visitors	Organised Italian and overseas distribution: large department stores; large hypermarkets; purchasing groups; catalogue and on-line sales; chains of shops; large organised retailers; wholesalers; importers; small chains and retailers, both Italian and foreign.
Products	Shoe collections for men, women and children
Organised by	RIVA DEL GARDA FIERECONGRESSI S.P.A.
Info	Riva del Garda Fierecongressi S.p.a. Tel. + 39 0464 570153 E-mail: info@exporivaschuh.it Communications Office Valentina Comoretto Tel. +39 339 1298509 E-mail: v.comoretto@riva.fc.it Press Office Diomedea - via Biondelli 9 - 20141 Milano Tel. + 39 02 89546251 E-mail: stampa@diomedea.it



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GARDABAGS USEFUL INFO

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Date	16th to 19th June 2018
Opening times	Saturday 16th June from 9:00 to 19:00 Sunday 17th and Monday 18th June from 9:00 to 18:00 Tuesday 19th June from 9:00 to 16:00
Access	Trade only
Frequency	Six-monthly
Services	Shuttle bus from/to Gardabags/the Airports of Verona, Milan Malpensa, Milan Linate, Bergamo. Booking essential. Payment applicable. Free shuttle bus PalaVela – Exhibition Centre, every 15 minutes. Free shuttle bus Exhibition Centre – PalaVela, every 15 minutes. Local shuttle bus service is free of charge. Self-service and restaurant at PalaMeeting
Venue	PalaVela
Net m² occupied	2,000
Exhibitors	62
Italian exhibitors	32
Foreign exhibitors	30
Visitors	Organised Italian and overseas distribution: large department stores; large supermarkets; purchasing groups; catalogue and on-line sales; chains of shops; large organised retailers; wholesalers; importers; small chains and retailers, both Italian and foreign.
Products	Collections of bags, belts and accessories
Organised by	RIVA DEL GARDA FIERECONGRESSI S.P.A.
Info	Riva del Garda Fierecongressi S.p.a. Tel. + 39 0464 570153 E-mail: info@gardabags.it Communications Office Valentina Comoretto Tel. +39 339 1298509 E-mail: v.comoretto@riva.fc.it Press Office Diomedea - via Biondelli 9 - 20141 Milano Tel. + 39 02 89546251 E-mail: stampa@diomedea.it



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FORTHCOMING EDITIONS OF EXPO RIVA SCHUH & GARDABAGS

91ST EDITION OF EXPO RIVA SCHUH – 2ND EDITION OF GARDABAGS
12th – 15th January 2019

92ND EDITION OF EXPO RIVA SCHUH – 3RD EDITION OF GARDABAGS
15th – 18th June 2019

Riva del Garda, 16th June 2018

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