**THE NEW EDITION OF EXPO RIVA SCHUH & GARDABAGS OPENED TODAY**

**The footwear sector has not stopped, and is sending a strong signal of recovery. This is confirmed by the over 400 companies from more than 30 countries worldwide that will bring life to the Riva del Garda Exhibition Centre until Tuesday 18 January, with new exhibition formats, digitisation and innovation**

*Riva del Garda, 15 January 2022*.The **96th edition** of **Expo Riva Schuh & Gardabags** was opened today in Riva del Garda, in the presence of **Roberto Pellegrini,** Chairman of Riva del Garda Fierecongressi, and **Alessandra Albarelli,** General Manager of Riva del Garda Fierecongressi. They were accompanied by **Silvia Betta** – Deputy Mayor of Riva del Garda, **Achille Spinelli** – Councillor for Economic Development, Research and Employment of the Autonomous Province of Trento and **Roberto Failoni** – Councillor for Crafts, Trade, Promotion, Sport and Tourism of the Autonomous Province of Trento.

During the ceremony, the organisers sent a strong signal to the entire sector: despite the difficulties experienced during this period, they were intent on going ahead with the show, turning these difficulties into an opportunity for growth and development. The results are positive, and send a message of confidence to the whole sector: **430 exhibiting companies** from more than **38 countries worldwide** have come together at the show to present a preview of their Autumn-Winter 2023 collections, which can be explored by visitors from 86 different countries until Tuesday 18 January.

*“This is a special show at which we see cooperation with various trade associations, including those of China, Pakistan, Turkey and Brazil, and new strategic agreements, such as that with Brazilian group JBS Couros, world leader in the production of leather, and the Arsutoria School in Milan, which has made it possible to organise a special design kind leather contest for professional designers in the sector, an annual event to promote the values of sustainability, recycling of materials and better resource management”,* said **Alessandra Albarelli**, General Manager of Riva del Garda Fierecongressi .

*“Sustainability will also be the focus of the new project and new investments for the development of the Riva del Garda Exhibition Centre”,* commented **Roberto Pellegrini,** Chairman of Riva del Garda Fierecongressi, which previewed the rendering of the development project concerning the north side of the existing structure, with an investment of EUR 25 million. Because “*the objective is to provide responses and services increasingly tailored to our clients’ needs, demonstrating confidence in the future, courage and strength”.*

The city's welcome was provided by Riva del Garda’s Deputy Mayor **Silvia Betta,** who highlighted the imagination and creativity of **Expo Riva Schuh & Gardabags** in choosing alternative solutions to overcome current difficulties. **Roberto Failoni**, Councillor for Crafts, Trade, Promotion, Sport and Tourism of the Autonomous Province of Trento, talked about quality of service, stressing the importance of speeding up the qualification of the Trentino congress and exhibition centre to create new business opportunities for the local and national economy. Another project representing a step in this direction is the railway link between Riva del Garda and Rovereto, made official today during the opening ceremony by **Achille Spinelli,** Councillor for Economic Development, Research and Employment of the Autonomous Province of Trento.

Expo Riva Schuh & Gardabags will receive its community from 15 to 18 January 2022 at the Riva del Garda Exhibition Centre (Trento - Italy) in complete safety, thanks to a rigid anti-Covid protocol (<https://exporivaschuh.it/it/covid-free>), the main measures of which include access to the pavilions only with a Super Green Pass, the obligatory wearing of FFP2 masks, compliance with social distancing measures and the continuous disinfecting of hands with sanitiser gel.

Register to receive a ticket or sign up for free to the Digital Connection virtual experience here: <https://exporivaschuh.it/it/area-visitatori/signin>.

**Expo Riva Schuh & Gardabags Press Office**

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