**THE 96TH EDITION OF EXPO RIVA SCHUH & GARDABAGS**

**TO GO AHEAD FROM 15 TO 18 JANUARY 2022 AT THE RIVA DEL GARDA EXHIBITION CENTRE**

**Operators from more than 30 countries will be present at the trade show to create a unique exhibition offering focused on tomorrow’s trends in the footwear and accessories segment. Spotlight on strategic markets such as China, India and Brazil and on innovation, the focus of the Innovation Village Retail Hub project**

*Riva del Garda, 20 December 2021*. **Expo Riva Schuh & Gardabags**, the international marketplace dedicated to footwear and accessories, will return to the Riva del Garda Exhibition Centre from **15 to 18 January 2022**, for the second time as an in-person event since the outbreak of the pandemic.

“*The Riva del Garda event plays a fundamental cohesive role for the whole footwear and leather goods, in that it enables exhibitors, business people and buyers from all over the world to meet, do business and chart together the recovery of a productive sector that is strategic for the economy of our country and beyond*”, commented **Roberto Pellegrini, Chairman of Riva del Garda Fierecongressi.**

Initial assumptions are supported by the numbers: Expo Riva Schuh & Gardabags will feature over **500 exhibitors** representing **over 31 countries worldwide**, demonstrating the show’s increasingly international vocation. Season after season, the show consolidates this position by adopting tools and channels that keep step with developments on the markets.

Thanks to its ability to understand and interpret developments in the industry, Expo Riva Schuh & Gardabags has been able to continue to engage strategically important countries – China, India and Brazil – that will be present at the show, both through Italian agents and novel hybrid exhibition formats, a perfect way to overcome mobility restrictions.

With a formula focused on four exhibition days and with initiatives **designed to create new stimuli**, Expo Riva Schuh & Gardabags confirms its position as the most comprehensive event to offer operators a preview of **autumn-winter 2023 collections and trends**.

The variety of designs, materials, styles and prices of the products presented in January will be guaranteed not only for the coming winter season, but also for the summer, thanks to the so-called "quick production" at the show (quick restocking of supplies for S/S 2022).

The show’s 96th edition will again see it act as a privileged hub for the sector focused on innovation, with scouting activities designed to identify the best start-ups to be promoted, incubated and accelerated. This year, all of this will be staged in the **Innovation Village Retail**, a project created with **Blum & Retail Hub** and with the scientific coordination of **Alberto Mattiello**, member of the Expo Riva Schuh & Gardabags Scientific Committee. This internal exhibition area within the show open to start-ups, companies, institutions and professionals was created to share the culture of innovation and create networking and business opportunities between emerging and established players.

“*Our objective is to help new businesses that contribute to innovation in the footwear sector to make contact quickly with industrial partners that can support them on the market”,* explains **Alessandra Albarelli, General Manager of Riva del Garda Fierecongressi.** “*The innovative drive of these companies is the real lifeblood of the sector, and is essential if we are to keep in step with the needs of an ever-changing global market”*.

**The project’s finalist start-ups will be** asked to exhibit their services and products within Expo Riva Schuh & Gardabags for the whole show, and will have the opportunity to give speeches and presentations to the jury and the public, as well as being featured in the show’s digital catalogue.

Expo Riva Schuh & Gardabags is waiting to welcome its community from 15 to 18 January 2022 at the Riva del Garda Exhibition Centre (Trento, Italy) in total safety, thanks to a strict anti-Covid protocol (<https://exporivaschuh.it/it/covid-free>).

To register to receive a ticket or to sign up free of charge for the Digital Connection virtual experience, go to: <https://exporivaschuh.it/it/area-visitatori/signin>

**ABOUT:**

*Organised by Riva del Garda Fierecongressi SpA, Expo Riva Schuh & Gardabags has for years been the point of reference for footwear and accessories, and is recognised by the world's major manufacturing areas as an ideal meeting place for the main players on the international market. Against the backdrop of Lake Garda, the format of Expo Riva Schuh & Gardabags showcases the region’s excellence, suggesting a different way of doing business: through meetings and exchanges that combine business with leisure.*

**Expo Riva Schuh & Gardabags Press Office**

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