

# A report on CLE participation in the 90th Expo Riva Schuh Fair, June 16 – 19, 2018, Riva Del Garda.



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

The trade fair provides an **unequaled business platform and a chance for strategic exchange** to regain equilibrium from the rapidly accelerating time-scales of the fashion world and the demands of production and distribution. These are the two key elements that has emerged from the 90th edition of Expo Riva Schuh Fair.

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 enjoy a valuable chance to meet up and exchange views.

## Inauguration Ceremony of the 90th edition

The inauguration ceremony of the 90th edition of the fair was held on 16th June, 2018, at the Exhibition Centre Meeting Room in Riva del Garda. The relationship between digital

technology and the acceleration of timescales for the creation, production and consumption of the fashion product was the theme of the opening talk, titled **“Too fast for fashion: digital technology and the speed of fashion”**.

Apart from the fair organizers, reps. of the different Footwear industry associations & media persons, the inauguration ceremony was attended by the following Office bearers :

1. Shri R.Selvem, IAS Executive Director
2. Shri Naresh Bhasin, Regional Chairman WR
3. Shri R. Sehgal, COA Member

**“The Chairman of Riva Del Garda said that the 90th edition certainly doesn't represent a point of arrival but a new departure”.** The Expo Riva Schuh fair is a reference point that companies, retailers and buyers simply cannot afford to miss. The fair provides them with the chance to analyze market trends and develop shared, effective strategies. It 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 Footwear

business.”

The collectives of companies in the fair were from China, India, Brazil, Indonesia, Pakistan, Hong Kong, Tunisia and Turkey. A total number of 1,474 exhibitors from 37 different countries, presented their collections for **Spring/Summer 2019** in the exhibition halls of Expo Riva Schuh.

“The stronger presence of European exhibitors at Expo Riva Schuh was with the trend for export from European companies mainly from countries within the EU. The 90th edition also witnessed a resurgence of the Russian market, while on a global level, China and India presented a growth in domestic consumption, which opens up new and interesting prospects for these countries. The international dimension of Expo Riva Schuh allows to be something of a litmus test for the changes taking place internationally.”

There were **1,474 exhibitors from 37 different countries**, displayed their collections in the halls of Expo Riva Schuh for **Spring /Summer 2019**.

Amongst the 13,000 plus visiting business men and women from over 100 different nations, the 90th edition Expo Riva Schuh hosted delegations

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of buyers from **Croatia, Serbia, Russia** and the **Ukraine** resulting from the collaboration with the ICE agency.

The Footwear trends are moving forwards with specific actions related to some of the most interesting markets – both through ‘Expo Riva Schuh Around the World’ project and also with the targeted meetings with representatives of Trade Bodies and Associations. The objective is to involve new operators and new market areas to continue expanding

offer at the fair, in line with trade trends.”

### **GARDA BAGS, AN INTERNATIONAL AND ARTISAN**

#### **SOUL FOR THE FIRST EDITION OF THE EVENT**

#### **THE DEBUT OF THE TRADE FAIR FOR ACCESSORIES WAS HELD IN RIVA DEL GARDA**

**Personalization, 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** has been launched and the new exhibition projected by Riva del Garda Fierecongressi that made their debut from **16th June, 2018**.

**The event was created with a strong international leaning,** evident right from the outset with this first edition over 2,000m<sup>2</sup> of exhibition space, wherein 62 companies from **Italy, China, India, The Arab Emirates, Poland, Spain, the United Kingdom, Germany and Portugal displayed their accessories.**

*It was important for the fair organizers to create an event that immediately offered a high level of internationalization – states, Garda bags, offered an additional chance to the buyers who come to Expo Riva Schuh: the synergy between two events provides the only international business hub for footwear and accessories for the volume sector.”*



#### **CLE – PRESS CONFERENCE**

Council for Leather Exports organized a press conference on 16th June, 2018 at the Conference Hall at main the main entrance, titled **“Indian Leather & Footwear Sector in Expansion Mode”**.

The following dignitaries addressed the media in the Press conference :

1. Mr. R. Selvem, IAS Executive Director
2. Mr. Naresh Bhasin, Regional Chairman WR
3. Mr. Giovanni Laezza, M. D. Riva del Garda Fiera Congressi
4. Mr. Mario Pucci, Intl. Relations Director Assomac

Starting the programme Mr. Naresh Bhasin, Regional Chairman WR extended a very warm welcome to the

dignitaries, Officials & Media persons. He explained about the Indian Leather Sector. He said in the year 1990 there were only four participants from India in the fair & today more than 150 companies are there. RC west said that India source components & machines from Italy.

Referring to the “Designers Fair” he added that Italian designers are doing very big part in the fair. Their craftsmanship is good for India & good for Italy. He invited media persons to visit India during IILF & see the Designers fair.

Speaking on this occasion Mr. Laezza, MD Riva Del Garda Fiera Congressi greeted the New Executive Director & congratulated CLE for the development & growth in the India Leather Sector. He appreciated the group participation of Indian companies in the fair.



The Executive Director CLE made a detailed power point presentation titled “Indian Leather & Footwear Sector in Expansion Mode”. He said that 100% FDI is allowed in “Leather Sector” & urged the media persons from different companies to publicize the opportunity in their respective magazine.

He elaborated the Zero Deffect – Zero Effect scheme under “ Make in India Programe”.

Mr. Mario Pucci also addressed the media & said business between India & EU are increasing. He informed that there are a lot of opportunities in India & urged the media to publish in their journals.

After the presentation - media persons raised their relevant queries, which were suitably responded by Regional Chairman VR & the Executive Director.

### Visit to Arsutoria School Srl, Milan :

The Executive Director, Assistant Director & IBEF Official visited ARSutoria School, Milan to discuss about the skill development in India under the Indian Footwear, Leather & Accessories Development programme (IFLADP) and setting up of “Design Studio” in Agra Footwear Cluster.

Mr. Matteo Pasca, CEO Arsutoria School Srl, Milan recd. the Executive Director & other Officials in his institution & taken them to the class rooms & sample rooms. He also shown the CAD system & other equipments in the institution.



After the visit a meeting was held with Mr. Pasca, CEO wherein Executive Director informed him about the Primary Skill Deveopment programme of the Govt. of India to train the persons for the leather sector.

Mr. Pasca said he associate with a few

institution in India & if he receives an invitation from CLE or any industry Association, he would definitely visit India to start the project in collaboration any technical institution.

### CLE Info Booth at the Expo Riva Schuh Fair:

At the CLE Info booth was set up to coordinate the participation of our member participants in the fair & CLE publications were displayed for the trade visitors.

The following Officials & journalist visited the CLE info booth :

1. Mr. Javed Iqbal, RC Central
2. Mr. Vipin Seth, President IFCOMA
3. Mr. Mario Pucci, Intl. Relations Director- ASSOMAC



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4. Mr. Massimo Cipolloni, Moda Pelle
5. Mr. Pier Nicola Fascetto, Foto Shoe
6. Mr. Peter, Lister College, UK

The Executive Director visited the India Exhibitors in Hall A3 & other halls in the fair & enquired about the business in the fair. Executive Director also interacted about the GST Refund & other suggestions to boost up the exports.

### **CLE India Pavillion @90th Expo Riva Schuh Fair :**

As part of regular marketing programme, CLE organized group participation of members in the 90th edition of the fair. 85 companies participated in the fair & exhibited their Spring / Summer collections for 2019 in a total area of 1358.25 sqm. as under :

Hall A 3 = 1301 sqm.

Hall B 4 = 57 sqm.

As per feedback form collected from our participants confirmed orders worth Euro 4.29 million & expected orders worth 10.59 million Euro were booked during the four days of the fair.

The 91st edition of the Expo Riva Schuh Fair will be held during January 12 – 15, 2019.