

# A Brief Report on Council's Participation in 84th Expo Riva Schuh: Garda, Italy, June 13-16, 2015

## ABOUT THE FAIR "EXPO RIVA SCHUH"

Expo Riva Schuh is today's leading international exhibition for volume production footwear at a mid-range price point. It is Europe's most important event for this market segment. It is a meeting place for international business: an event where companies and buyers from around the world meet and interact.

Expo Riva Schuh is the first event in the international fair calendar. This means visitors get a thorough preview of offerings and can plan orders well in advance. For exhibitors, it represents the first opportunity to test out collections and fine-tune production plans.

Expo Riva Schuh is also the last event in the ordering calendar for quick production and restocking options. This innovative feature is designed for those fair visitors – approximately 35% of those in attendance - interested in restocking options or new models for the upcoming season.

Expo Riva Schuh is an event which is able to test the waters of the international footwear market trends making it, an ideal opportunity for checking out new emerging markets. It is important to remember that around 50%-60% of world commerce in volume terms is estimated to be in the medium to medium-low segment, which is precisely the market which Expo Riva Schuh deals with. In actual fact, we can estimate that one shoe in three of those acquired by a European consumer is most likely to have been seen and purchased at our event.

## 84TH EXPO RIVA SCHUH EDITION

Expo Riva Schuh opened its 84th edition from 13th to 16th June 2015: The event offered a unique opportunity to see previews of the Spring/Summer 2016 collections from all over the world, presented by 1,389 exhibitors, of whom 325 are Italian and 1,064 from abroad, covering a

net display area of 32,740m<sup>2</sup>.

With 11,366 visitors, up 5.5% when compared to June 2014 edition, the fair was stronger than ever as the point of reference for the world's footwear sector. For the first time, this edition also hosted exhibiting companies from Australia, the United Arab Emirates, Greece, Singapore and the USA. The return of the group from Indonesia had also been confirmed and synergies with strategic partners, especially China and India has further consolidated as well targeted activities to involve new countries.

These numbers are the result of a great work of study carried out with extremely high levels of professionalism by Expo Riva Schuh into new markets and international buyers, with a constant and careful monitoring of the sector at global level.

Expo Riva Schuh brings together producers, distributors, agents and various elements of the supply chain.

It's more than just a fair where buyers and seller with distinct roles get together and is a platform of services which create the ideal meeting environment within a complex system, where frequently those who are clients of one company are suppliers of another. In a year, this event brings in an income of 20 million to the local area and for many local businesses in the hospitality and artisan sectors, represents an important chance, given the elevated spending power of our fair guests.

## EVENTS HELD DURING THE FAIR

The seminar which opened the event was greeted with great interest, entitled "The role of Expo Riva Schuh in the international market" with a speech given by Professor Alberto Castro, of the Portuguese Catholic University in Porto and Consultant to APICCAPS - the Portuguese Footwear Association, on the subject of Footwear Supply and Demand - Stepping into the future. The analysis of the various aspects of change in the footwear sector over the next

ten years as presented by the professor confirmed that Expo Riva Schuh is working in the right direction to oversee the market's evolution. Amongst the key elements to emerge was the development of on-line platforms, which have always been a part of the event with large buying groups, especially interested in the unique mix presented at the fair, from the new collections to the revisiting of previous ones. Another key point is the development of new emerging markets and the role of China, which has passed from being "the factory of the world" to the de-localisation of production in other Asian countries such as Vietnam and Indonesia, expanding and redesigning the production map of the world.

Another matter examined by Professor Castro was demographic evolution, which will play an important part in re-directing production, and the open challenges for new marketing tools.

The Chairman of Riva del Garda Fierecongressi, Mr. Roberto Pellegrini and the Managing Director, Mr. Giovanni Laezza were present in the seminar who stated that It was an opportunity to see how the sector is going and to know about supply and demand of footwear globally, taking into consideration likely future scenarios etc. An important and valuable moment, starting from understanding the strategic role that Expo Riva Schuh plays. We are quite certain that this will help us to capitalise on our role as an international hub, able to attract exhibitors from 40 countries and to welcome visitors from over 100 countries."

Giovanni Laezza, Managing Director of Riva del Garda Fierecongressi stated "In a market where global exchange is constantly on the up, Expo Riva Schuh is a vital link between production and distribution - states Our trade fair know-how and knowledge, as well as our ever increasing precision in the analysis of the sector and constant market monitoring, make

our event the perfect backdrop for the companies of the sector. At the end of this edition, once again the exhibitors have displayed their loyalty and expressed their wish to be present at the next editions, because their business is so closely linked to Expo Riva Schuh, where they conclude the bulk of their seasonal orders.”

**STRIVING TO ATTRACT MORE VISITORS** As per the recent survey by the Expo Riva Fair Observatory: Expo Riva Schuh now will be monitoring the evolution of the world’s footwear market, where certain countries emerged as being those that represent a particular commercial interest to the exhibitors of Expo Riva Schuh. First of all, the United States, benefiting from a more favourable rate of exchange and the progress of the market that has overcome the economic crisis. Then the Northern European countries, such as Germany, the United Kingdom, and surprisingly, Denmark, Sweden, the Netherlands and Finland too. And finally, Russia, which remains an important market, even though in the past few seasons the unfavourable exchange rate and geopolitical affairs have marked a significant setback. The competitive edge that Expo Riva Schuh has is that of being able to give international buyers a wide and diverse offer whilst responding flexibly to the needs of the marketplace which is constantly evolving, and to explore diversified purchasing strategies.

Ms. Carla Costa, Manager of the Fairs Unit of Riva del Garda Fierecongressi explained “The fair is growing alongside the market and its new requirements and we want to offer buyers and visiting operators services that are increasingly targeted and tailor-made, ensuring that they get the best out of their visit to the fair – “Last Minutes Solutions”, for example, is a very important service that can offer help in making the most of your stay during the fair, like finding the best local services or buying a present for an important client. The service is active by phone or via WhatsApp and WeChat. As a matter of fact, we continue to pay more attention to new forms of communication, as we have been doing for some time now via the Social Media. As

of this year, apart from our existing Facebook page, we will also be present with an Instagram profile to help us to keep in touch directly with the fashion and blogger communities.”

**BUYERS’ LOUNGE**

A special business meeting point was the Buyers’ Lounge in Hall C4, a space where visitors, exhibitors and journalists are able to develop their contacts and networking opportunities.

**TREND FOR SUMMER 2015-16**

The stars of Expo Riva Schuh was the previews of the Spring/Summer 2016 collections, as always on show in advance, thanks to the early dates of the event in the international fair calendar.

The previews of the collections for Spring/Summer presented at Expo Riva Schuh featured a chic, refined but relaxed style. In the ladies’ area the new styles combined glamour with a soft, romantic spirit, enhanced with lace inserts, flowers inspired by bouquets and Provence as well as laces and bows.

**CHILDREN’S FOOTWEAR : Style and fun**



Comfort, safety, style and fun: these are the key words that represent children’s footwear for next Summer, produced in a variety of styles that reflect the trendiest fashions. For little girls the shiny, bejewelled surfaces, tending more towards silver than gold, enhanced with pastel nuances and lace inserts. Whereas, for little boys, there is an interesting use of denim, both on its own or teamed up with other materials, often overprinted with images from blockbuster films, fantasy or cartoons. For both boys and girls there is return of classic decorations, such as sailor stripes and polka dots, developed in basic tones, for example white, blue, red and yellow. Then have evidence of

animal prints, combined with a variety of patterns and green military camouflage.

**THE NEW LADIES’ FOOTWEAR: SPARKLING AND ROMANTIC**



The new styles are shiny bright, although despite being showy, there is also a sweet, romantic look. So there is no lack of lace inserts on backgrounds of silver, dusky rose and pearly grey, flowers inspired by Provence, as well as laces and bows. Amongst the more extreme alternatives we find tottering, layered wedges with a chic natural feeling, hybrid high-laced sandals which wrap around the ankle with woven and perforated straps. For sporty types, the world of multi-colour makes a come-back, mixing primary colours with shades inspired by pop art, whilst the trend for mixing animal prints and camouflage continues, more graphic and often harmonized with tone on tone.

**CITY FREE STYLE FOR SUMMER 2016 MEN’S FOOTWEAR**



He lives in an urban space but dreams of colour, freedom and fantasy in his spare time. This is the message for men’s footwear for next Summer, as presented by the footwear producers on show at Expo Riva Schuh. Classic, English-style moccasins are the most popular styles, revisited and modified in terms of base and colour, from multi-layered soles in rubber to light to dark shading. Basic colour schemes return to traditional blues and dark browns, as well as natural tones, alternat-

ing with mustard yellow, white and red flashes. We see plenty of two-toned sporty chic looks, which can be found amongst the more subtle white leather sneakers, brightened up with intense coloured laces. Navy-style shoes for the city are also plentiful, soft and comfortable, in many colours: all featuring light blue or red.

#### SOFT ELEGANCE FOR SUMMER FOOTWEAR

From the Expo Riva Schuh showcase in Riva del Garda, footwear previews are geared towards a chic, refined Summer look, with soft, pastel,



powdery colours, highlighted with silver, copper and light bronze touches, enhanced by tiny buckles and stones. The alternative mood on offer for this target is bright colours and fluorescent prints, but softened by contrasting base colours in black or white,

grey or light or dark blue.

Printed materials alternate between elaborately worked leathers, woven or perforated, with embroidered fabric inserts. The models are numerous, from the classic English style for both men and women in bright colours to over-printed slip-ons, and from high wedges to flat, lace-up sandals. The use of rope is in great evidence, used as decoration on the more classic designs in rubber and leather. Another interesting touch is the use of wood, with the grain on show and mélange, in natural tones, very refined and detailed.

### CLE'S INDIA PAVILION IN EXPO RIVA SCHUH FAIR :

As a regular participant, the Council had organized the group participants of 74 member-exporters in the current edition of the fair in Hall no. A3 & B4 in a total area of 1353 sq. mtrs. The CLE had an Information Booth in Hall 3 where a group of four personnel Shri D.K. Acharya, RD, Shri Vijay Kumar C., EPO, Ms. Suneita Das, AEPO headed by Shri M.J. Jamal Mohideen, Assistant Director represented the CLE. To facilitate the participants for smooth communication with the European Buyers, the Council engaged 3 interpreters who had given their services up to satisfaction as & when required by the participants all the fair days. Apart from the above, there were nearly

26 more Indian Companies who had exhibited directly in the fair. In total with more than 100 participants, India had marked as one of the biggest participating country after the China. This shows that India is making its strong position in the International Footwear Market.

#### Publicity and Promotional Activities Under taken by CLE Team at Expo Riva Schuh:

All the promotion materials like Leathers News India, Exporter's Directory, CLE's brochures, 19th UITIC information handouts etc were distributed to the overseas visitors during all the days of fair and nearly 18 Indian participants had confirmed to

participate in 19th UITIC to be held in Chennai during Feb 3-5, 2016 and few more participants have consented to attend the same and send the form in due course. All the queries raised by the visitors / participants were well attended by CLE representatives upto their satisfaction.

#### Trade Visitors in Indian Pavilion:

The footfall was constant all the days and most of the exhibitors were happy to get a good response from the new buyers besides existing one. Even after the European recession, overall the fair was successful in comparison to the January 2015 edition.



Mr. Laezza Giovanni, Executive Director, Mrs. Carla Costa, Head-Fairs receiving promotional material from CLE information stand.



Mr. H.R. Malik, COA member at CLE information stand along with officials



From Left to Right Smt. Suneeta Das, AEPO, Kanpur, Mr. K.Vijayakumar, EPO-Agra, Mr. D.KAcharya, AD-Mumbai and Mr. Jamal AD-HO



Mr. Fasseto of M/s. Phtoshoes receiving UITIC brochure at CLE information stand

**Few snapshots of Business meetings under progress at CLE India pavilion at Member Exhibitors**





**Business Booked:**

As per feedback received from the participants, the spot order booked was Euro 4.55 mn & future order expected is estimated at Euro 29.17 million.



*Members in discussion with Stand Architect of Expo Riva about new pattern of stand from Jan 2016*



*An overseas trade visitor receiving promotional material from CLE stand*



*A promotional bill board placed at the main entrance of the expo Riva on CLE India Pavilion*



*Another overseas trade visitors receiving promotional material from CLE stand*

**CONCLUSION:** The international element has proved, over the years, to be one of the greatest strengths of the event, and during recent editions has seen stronger links developing with strategic partners and targeted activities towards emerging countries. With regard to the exhibiting companies, for example, Expo Riva Schuh is at work to renew the agreement with CLE, the Council for Leather Export, to boost Indian participation.

With products on show that range from low cost Asian production to the offerings of Italian brands, and including products from the South American countries that combine research, design and competitive pricing, Expo Riva

Schuh offers buyers, who come from all over the world, the chance to develop a variety of purchasing tactics, fundamental in being capable of responding to the ever-changing market demands. This flexibility has proved to be key in offering viable alternatives to buyers from the Russian area, who have discovered concrete solutions at Expo Riva Schuh, to meet the new needs of a market that was strongly hit by the ruble crisis and international tensions.

Expo Riva Schuh will now getting ready to show off their Winter collections 2017 and to be the absolute first to reveal previews of the most up-to-date trends that we can look forward to for the next Winter Season.