

World Footwear Congress



November 7-8, 2011
RIO DE JANEIRO BRAZIL

Official event



EUROPEAN CONFEDERATION
OF THE FOOTWEAR INDUSTRY



World Footwear Congress: the World from today. The challenges for tomorrow.

The 4th World Footwear Congress will be held in Rio de Janeiro on 7th and 8th November 2011, at the Hotel Sofitel in Copacabana.

Organized as usual by the **European Footwear Confederation (CEC)**, with the collaboration of **Couromoda** and **Micam**, the summit -for the first time held outside Europe- will be dealing with the major international topics of the world footwear sector.

"The World from today. The vision for tomorrow": this "fil rouge" will support the two days meetings scheduling speeches of some of the most important footwear protagonists with the participation of the persons in charge of the trade associations: Argentina - Brazil - Canada - China - Colombia - England - France - Germany - Japan - India - Indonesia - Italy - Mexico - Portugal - Spain - Sweden - Switzerland - Thailand - U.S.A. - Vietnam.

Scheduled are also speeches with the participation of representatives of the European Commission, of the Brazilian Government, of Inescop and Unido, as well as of some protagonists not only from the footwear industry and distribution.

Roland Smets, Managing Director of CEC, considers this edition of the World Footwear Congress "a particularly important venue for a serious, professional, positive and proactive comparison for a sector that -after the crisis- is regaining confidence and aims at being capable to offer to every consumer shoes combining price-quality-fashion. Without forgetting that the World Footwear Congress will be also an occasion to socialize, to exchange views -different too- on economy, sustainable production and trading fairness".

Vito Artioli, President of CEC underlines "the importance of the organization of our event in a location like Rio de Janeiro, after three editions held in Europe. This is a sign -and a recognition- not only of the increasing importance of the Brazilian country, but it is above all the sign of a real internationalization of our work".

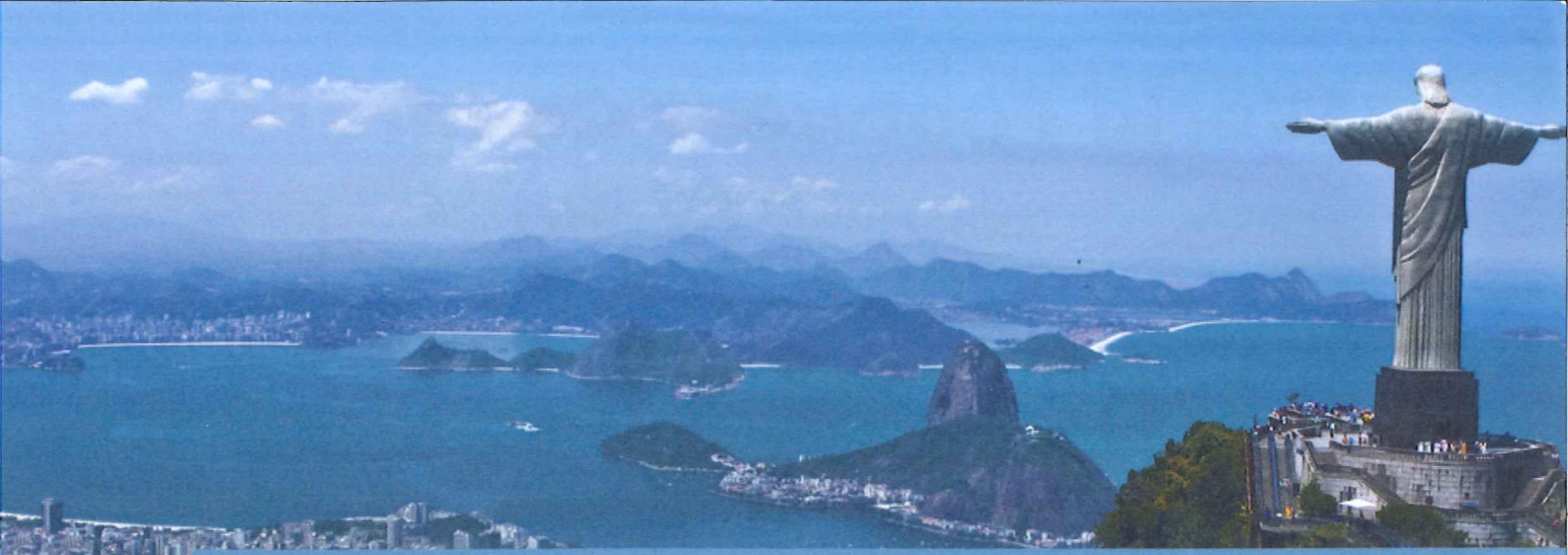
"As President of the European Footwear Confederation (CEC) -ends **Artioli**- I am really happy of this new and important achievement. It will be a great international event".

The organizers expect over 500 players coming from over 20 countries: representatives of associations, footwear and leather goods manufacturers, distributors, shop chains, opinion leaders, journalists.

For further information:

www.worldfootwearcongressrio2011.com

cec@vidac.be



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Global Footwear Leaders Summit

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