



Confédération Européenne de l'Industrie de la Chaussure
European Confederation of the Footwear Industry

Rue de la Science n°14b- 1040 Bruxelles
Tel. +32.2.808.44.52- www.cec-footwearindustry.eu

**The 2014 World Footwear Congress in Leon, Mexico,
“Keeping One Step Ahead”**

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Brussels – The Members of the European Confederation of the Footwear Industry (CEC) agreed today that the 5th edition of their World Footwear Congress will take place in Leon, Mexico, on the 24th and 25th November 2014 with the title “Keeping One Step Ahead: meeting the challenges of the footwear sector”.

Since the recent announcement of Leon in Guanajuato, Mexico, as the venue for the next CEC's World Footwear Congress, CEC Members together with their Mexican counterparts have worked on the format for a successful Congress. The President of the CEC, Mr. Jean-Pierre Renaudin, confirmed today that the Congress will be held on Monday 24th and Tuesday 25th November 2014.

CEC created the Congress more than ten years ago as an open platform for discussing the constant changes and challenges that this dynamic industry faces since the beginning of the globalisation. With the selection of the 2014's Congress title “Keeping One Step Ahead: meeting the challenges of the footwear sector”, CEC urges all the players not just to adapt to these changes, but to predict and act before they occur. The whole range of factors affecting the growth and competitiveness of the sector will be addressed in the topics to be debated at the Congress. These will range from shifts in consumer demands to the changes in the supply chain and economic competitiveness across the world.

The World Footwear Congress in Leon, Mexico, promises to be the footwear event of the year. The European Confederation of the Footwear Industry invites leaders and opinion formers of the footwear sector to save the dates of 24th and 25th November 2014 in order to join the Congress, and participate in the debates hosted by relevant speakers from around the world.
