



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

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**A new phase for the European Confederation of the Footwear Industry**

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**Brussels** - *After a difficult past year marked by the unfortunate death of the previous General Manager, and another relevant collaborator, the **European Confederation of the Footwear Industry** was re-launched early September in the European capital, ready to ensure that the global economy was taking account of the sector needs and the opportunities.*

The CEC represents the union of National Footwear Federations and Associations from the European Union. Members are countries concerned with promoting the development of an environment in which manufacturing in Europe is possible and successful as well as other matters of mutual interest.

At the beginning of September, the CEC established an office in the European quarters of Brussels that facilitates the daily contact with the European institutions and other relevant stakeholders. A new enthusiastic and experienced team was appointed, lead by the General Secretary, Carmen Arias Castellano, and supported by a Policy Officer, Miss Valentina Reino.

The President of the CEC, Vito Artioli, confirmed recently in MICAM SHOEVENT in Milan that, whilst the new Confederation will be more accessible to its Members and potential collaborators, with a new webpage soon operational, the CEC policies and goals remain the same. The Confederation will continue assisting its Members to be more competitive and profitable by lobbying in Europe, knowledge sharing, networking, and participating in common initiatives like projects co-funded by the European Commission.

In particular, the lobby strategy in Brussels will concentrate on highlighting the quality and human values of the European Footwear Industry, sometimes underestimated. This industry cares not only about creativity, and quality of materials used to protect our consumer's health, but also about specialized education (both technical and creative) to foster entrepreneurship, about reaching a sustainable and ecological production, and about the respect of social aspects. All these parameters are essential in order to maintain the economic and financial strength of the European Footwear Industry.

For more information, please write to [info@cec.footwearindustry.eu](mailto:info@cec.footwearindustry.eu)

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