



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

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## **Mexico will host the 5<sup>th</sup> World Footwear Congress in 2014**

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***Brussels** – After Rio de Janeiro in 2011, the European Confederation of the Footwear Industry (CEC) has pleasure in announcing the appointment of the **City of Leon in Mexico** as the winning candidate to host the 5<sup>th</sup> World Footwear Congress.*

The candidature presented by the City of Leon in Guanajuato, in addition to meet all the requirements and criteria established by the CEC, showed a high level of commitment and willingness to be the next venue for this unique worldwide event for the footwear sector.

Guanajuato is one of the leading footwear manufacturing States in Mexico together with Jalisco and Estado de Mexico, with an industry characterized by a strong commitment to high international quality standards and a passion for design and innovation. Furthermore, it is not a secret that the city of Leon has outstanding experience and an excellent reputation in organizing international events recognized at global level.

The World Footwear Congress will be held at the end of November 2014. The Congress, an initiative of the European Confederation of the Footwear Industry, will look at relevant topics of global interest for the footwear sector. Around 600 leaders from all over the world are expected to participate and they will include footwear associations, manufacturers, suppliers, retailers, journalists, policy makers, educational centers, opinion' leaders, etc.

In the upcoming weeks the theme and the official dates of the World Footwear Congress will be revealed, and an advertising campaign will start around the world, i.a. in international fairs and of the footwear trade magazines.

The European Confederation of the Footwear Industry looks forward to welcoming the leaders of the footwear sector at a new remarkable and high-quality World Footwear Congress in the city of Leon in November 2014.

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