



Count down to the 2014 World Footwear Congress in Mexico

27th January 2014

Paris – “Let’s go global!” That was the message of today’s event marking the official launch of the 5th World Footwear Congress to be held in Leon, Guanajuato, Mexico, on the 24th – 25th November 2014. The European Confederation of the Footwear Industry, the founder of the Congress, chose the renowned international fashion fair “Who’s Next” in Paris to welcome their new counterparts, the president of the National Association of Footwear Industries Suppliers of Mexico (ANPIC), and the Chamber of the Footwear Industry of the State of Guanajuato (CICEG).

The occasion was marked by the signing ceremony of the Agreement for the organisation of this worldwide Congress, which brought together representatives of CEC, representatives of the Mexican Organising WFC Committee (lead by ANPIC and CICEG), the Ambassador of Mexico in France and representatives of the state of Guanajuato and the city of Leon.

During the press conference attended by journalists from all Europe, Mr. Jean- Pierre Renaudin, President of CEC as well as of the French Footwear Federation explained why Leon had been selected from the candidatures received: *“Leon produces 70% of the 244 million pairs of the Mexican footwear. But this is not the only reason. Mexico is a good example of an open market, and as such, Free Trade Agreements have been signed with major trading partners in the world, besides being a Member of NAFTA. This is what our Congress is all about. The CEC wants to reach outside the EU borders. We want to go global! The first three editions were in Europe, the fourth in Rio de Janeiro, and the fifth will be in Leon. With the Congresses we wish to promote a dialogue with all worldwide stakeholders, as well as spreading the importance and challenges of our footwear sector with public authorities.”*

Mr. Renaudin also announced the main themes of the Congress that will focus on:

- I. Evolution of footwear consumption in the world: the strength of brands, and the segmentation of strategies to respond to multiple consumer requests;
- II. Access to markets: the increase of restrictive measures and the different types of distribution channels (multi and mono-channels, e-commerce, etc.). The role of fair trades.



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

- III. Footwear production strategies and access to raw materials: delocalisation, outsourcing, relocation, off shoring, etc., and the challenges matching raw materials' supply and demand.

The Congress will include round tables for each of the topics in order to facilitate the interchange of opinions between all categories of stakeholders. *"We would like to create at global level the same that we have achieved in the EU: a true dialogue that allows to identify and debate the problems, as well as to find the solutions",* added Mr. Renaudin. *"We are convinced that the Mexico Congress will provide the right forum for these solutions."*

The event was concluded with the commitment from the European Footwear Confederation, the Mexican Congress's Organizing Committee and their Public Authorities to "Walk Together" towards the 2014 World Footwear Congress.

"Who's next? Leon in Mexico on the 24th– 25th November 2014"



@Joanna Zielinska

From right to left: Mr. Artioli, CEC's Honorary President; Mr. López García, President of CICEG; Mr. Benedetti Cavaliere, President of ANPIC; Mr. Renaudin, CEC's president; Mr. Plascencia Rojas, President of the Local Organizing Committee of the 2014 WFC; Mr. García-López, Ambassador of Mexico in France; Mr. Olivera Rocha, Secretary of Tourism Development of Guanajuato; Mr. López Santamaría, Director of Tourism of Leon, and Mr. Sagripanti, President of the Italian Footwear Association, Assocalzaturifici
