



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

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**The city of Athens welcomes CEC General Assembly**

On the 20<sup>th</sup> June 2014 the City of Athens, represented by the Deputy Mayor and Chairman of Athens City Council, Mr. Fotis Provatias, and relevant Greek footwear stakeholders welcomed the representatives of the main European footwear associations and federations and those of Turkey and Ukraine, on the occasion of the General Assembly of the European Confederation of the Footwear Industry (CEC).

The meeting discussions were dominated by the latest requests and confirmations received from speakers to participate in the 2014 World Footwear Congress that will take place in Leon, Guanajuato, Mexico, on the 24<sup>th</sup> and 25<sup>th</sup> November 2015. Other points presented were the latest developments in international trade negotiations, particularly on the Transatlantic Trade and Investment Partnership; the proposed collaboration with the World Customs Organisation to fight fake products, and the current status of the European projects Life+ CO2shoe (creation of a footprint calculation tool for footwear) and Leonardo Step To Sustainability (new occupational training profile on sustainable manufacturing).

*“Once per year the CEC General Assembly is hosted by one of our Members or Observers, a practice that allows us to establish a direct dialogue with local entrepreneurs and learn what do they expect from our Confederation, how can we best work together, etc.”*, explained the President of the CEC, Jean-Pierre Renaudin, while thanking the City of Athens and the Greek Footwear Association for hosting this year’s meeting. Indeed, Athens and the striking background of its Acropolis constituted the perfect setting to discuss the priorities of this creative and innovative industry, which EU exports increased by 15% in quantity and 8% in value during the first quarter of 2014 in comparison to the same period in 2013.

Next CEC’s appointment will bring back its Members and Observers to Brussels for their annual meeting with European institutions officials in December 2014. *“We do not forget that on the top of any decision at regional/ national level lay the policies and initiatives adopted by EU policy makers. We therefore consider essential to make them understand the challenges and potential of our sector, in order that they take them into consideration when taking any decision”*, added Jean- Pierre Renaudin.

