

100-day countdown to the 2014 World Footwear Congress!

17th August 2014

Las Vegas – Representing the European Confederation of the Footwear Industry (CEC), Richard Kottler, CEO of the British Footwear Association, met today with Leslie Gallin, president of footwear for Advanstar, including FN PLATFORM- MAGIC, just before the kick-off of another edition of this amazing worldwide show. The objective was to brief on the latest news regarding the organisation of the 2014 World Footwear Congress, an initiative of the CEC, to be held in Leon, Guanajuato, Mexico, on the 24th – 25th November 2014.

The CEC and their Mexican partners - the National Association of Footwear Industries Suppliers of Mexico (ANPIC), and the Chamber of the Footwear Industry of the State of Guanajuato (CICEG)-, currently engaged in the final preparations of the fifth edition of the World Footwear Congress, chose the international renowned footwear fair “FN PLATFORM, MAGIC” in Las Vegas to send a personal invitation to Magic exhibitors and the American Footwear business in general to join the Congress in Leon.

In one hundred days, outstanding speakers from more than 16 countries will meet in Leon to discuss the major challenges and opportunities that the footwear industry faces with the full range of distribution channels that now exist and the incredible range of sourcing opportunities that are available.



We will listen to companies, their success stories, how they have reached a sustainable business, what challenges they still face. We will also hear from national associations/ federations who well know their industry, and play a key role with their public administrations in establishing the right business environment. And we will learn from the experts, the technological centers, about the latest materials, processes, and how to guarantee the environmental and social aspects through the value chain, etc.

But the Congress is not only about the speakers, it is about the whole footwear community, and with such message the organizers concluded: *“With just 100 days to go, we are now processing the registrations received through the Congress website (www.worldfootwearcongressleon2014.com). We are delighted that the response has been so strong from around the world, and we hope that American delegates continue to join us. Together we will identify new perspectives influencing the growth of our footwear sector.”*

