



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

“We are almost there!”

The 2014 World Footwear Congress presented at theMICAM

2nd September 2014

***Milan** – No better scenario than the new “theMICAM Square” for offering another international press conference with the latest news about the awaited 2014 World Footwear Congress to be held in Leon, Mexico, on the 24th and 25th November 2014.*

Following a warm welcome by Cleto Sagripanti, president of theMICAM, the World Footwear Congress organizers represented by the President of the European Confederation of the Footwear Industry (CEC), Jean-Pierre Renaudin, and the President of the Local Organizing Committee, Miguel Plasencia, thanked all journalists for their last year support in major fashion and footwear trade fairs around the world. A special thanks was also given to Vito Artioli, former CEC president, for setting the grounds of this edition, and selecting who has proven to be the perfect Congress host.

“We are almost there!”- added Renaudin after announcing that “39 renowned speakers from 17 different countries have already confirmed their intervention in an event that cannot be missed”. He called for stakeholders from around the world to participate in Leon because “we All have something to say, something to share, something to contribute with...” Plasencia underlined such message by indicating that the Congress represented a unique opportunity for interchanging ideas and knowledge, and for facilitating the dialogue leading to future business alliances between major worldwide stakeholders. “All this is relevant in this changing economy if we want to reach a sustainable growth of the sector with no boundaries”, added Plasencia.

The 2014 World Footwear Congress promises to be a great success and Leon is ready to host the key players of the footwear sector. Seats are limited and the Congress organizers invite devoted footwear stakeholders to urgently register on the Congress website www.worldfootwearcongressleon2014.com when there are less than 90 days to go.

Come to Leon and make sure to have your voice heard in the 2014 footwear event!

