



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

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**The Day After the 2014 World Footwear Congress:
an International Footwear Forum**

León, México – On the occasion of the 2014 World Footwear Congress held in León, Guanajuato, México, on the 24th and 25th November, and surrounded by major footwear stakeholders from around the world, the European Confederation of the Footwear Industry (CEC) proposes the launch of an International Footwear Forum to reinforce dialogue and commitment between worldwide footwear associations and confederations.

It was the perfect scenario: The World Footwear Congress, the international most renowned meeting point for footwear stakeholders, which in this 5th edition reached a notorious participation of 678 persons from 32 different countries in León, México. The Mexican partners, CICEG and ANPIC, maximized the successful intensive agenda by inviting the representatives of the associations and footwear chambers attending the Congress to an early breakfast on the second day before the Congress panels.

Under a friendly atmosphere, Miguel Plasencia, President of the 2014 Congress Organizing Committee, thanked the participants for their support to the success of the Congress, which had proved to be an excellent opportunity for networking and knowledge sharing. However the President of the CEC, Jean-Pierre Renaudin, recognized that this was not enough to anticipate problems, to remove the uncertainties and to find ways to accommodate the diverse points of view in the globalised footwear economy. He added “the CEC would therefore like to propose the creation of an International Footwear Forum that would assembly representatives of the leading footwear national associations and confederations in the world on a yearly basis”. Renaudin further explained “the objective of this forum would be to meet under a previously agreed agenda in order to exchange information and best practices, address new problems encountered by footwear businesses and hopefully find convergences”.

The proposal obtained the unanimous and overwhelming acceptance of all associations’ representatives, who clearly supported the initiative, and it already received venue offers to host a first forum in 2015. The President of the CEC concluded: “We would first like to contact the other footwear national associations and confederations not present here today and invite them to join as well this forum, for later on identify the best opportunity to meet. This should be the first step to a global footwear dialogue between associations, which will maximize cooperation for the benefit of our global businesses”.



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