



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

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The CEC General Assembly: For a stronger worldwide collaboration in 2015

Brussels – The Members of the European Confederation of the Footwear Industry (CEC) met in Brussels on the occasion of their General Assembly to assess the achievements of the year and draw the strategic lines of action in 2015. The 2014 was marked by the success of the 5th edition of the World Footwear Congress in León, México, and the adoption of relevant decisions that open the door to new joint initiatives and stronger collaboration at global level in 2015.

On the 15th December, the CEC held a decisive General Assembly (GA) in Brussels, which, despite the Belgian general strike, gathered the necessary Members for setting up the guidelines of new initiatives that followed the success of the 2014 World Footwear Congress (WFC). Indeed, this 5th edition gathered the participation of 678 persons from 32 different countries in the world. *“An objective indicator of this triumph was the four candidatures to hold next Congress edition received from different countries”,* explained the CEC's President Jean-Pierre Renaudin.

The President continued: *“Again in this edition, the Congress demonstrated the benefits of interchanging information and best practices. We all need to learn from others, but a Congress is not enough. In a global economy, we should get closer to our neighbors in order to understand the opportunities and challenges for our companies”.* It is on this basis that the General Assembly agreed to start a series of B2B meetings between European companies and companies from a non-EU country. The first gathering will be with a group of Mexican companies that will come to Europe in 2015.

The Members decided that Europe will also be the venue of the first meeting of the International Footwear Forum, launched by CEC on the occasion of the WFC in November 2014, which will assemble the representatives of worldwide national footwear associations and federations in 2015. *“We will establish a formal regular dialogue with our counterparts in order to better understand their markets, and the adopted measures. Our companies need guidance in their internationalization,”* said Jean-Pierre Renaudin.

A new challenging year for the CEC is about to start. *“We have established all the necessary grounds for a new fruitful year. Let's take advantage of the Christmas period to reflect on how we can best develop them and maximize our joint efforts”,* the Chairman concluded.
