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**European Confederation of the Footwear Industry**

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## **Europe will host the first edition of the International Footwear Forum**

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*Paris, France – In September 2015, Europe will be the venue for the first edition of the International Footwear Forum, a meeting point for representatives of footwear associations and chambers from around the world that aims at promoting dialogue and collaboration for the benefit of global businesses.*

The Members of the European Confederation of the Footwear Industry (CEC) agreed today in Paris to organize the first edition of the International Footwear Forum in Milan, Italy in September 2015.

The Forum was launched by the CEC during the 2014 World Footwear Congress held in León, Guanajuato, México. Jean-Pierre Renaudin, president of the CEC, recently clarified: “The Congress is in particular dedicated to businesses in order for them to learn and share the latest developments in our sector, whereas the Forum expects to open a collaborative dialogue between representatives of footwear associations and chambers”.

Being Italy the European leader in footwear production, it was not a surprise that the MICAM was chosen as the most suitable location for the first edition of the Forum, which will take place on Friday 4<sup>th</sup> September 2015 during the last day of the MICAM. “We consider that the fair show will also provide an excellent opportunity to third countries’ representatives participating in the Forum for discovering the latest European products and exploring new business opportunities.”

Among the subjects to be discussed in the Forum, it was considered the need to help Small and Medium Enterprises in their challenge of doing business worldwide while ensuring the social responsibility along the supply chain. A joint collaboration on best practices and common approach would certainly facilitate their work.

Other subjects of common interest will be in the agenda, and will be revealed in the coming months. In the meantime representatives of footwear associations and chambers from around the world are invited to save this new appointment of 4<sup>th</sup> September 2015 in their calendars.

For more information please contact the CEC at [info@cec-footwearindustry.eu](mailto:info@cec-footwearindustry.eu)

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