



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

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Brussels, 18 September 2018

Official launch of the 6th World Footwear Congress

The next World Footwear Congress will be held in Naples, Italy, on 4th-5th April 2019 – revealed yesterday Cleto Sagripanti, President of the European Confederation of the Footwear Industry (CEC), together with representatives of the host organisations, Accademia della Moda and Sistema Moda Napoli Unione Industriali and the congress sponsors, the Naples City Council and MICAM Milano, in an international press conference at the trade fair.

The sixth edition of the World Footwear Congress was officially launched yesterday with an international press conference at MICAM Milano trade fair. Mr Cleto Sagripanti, President of the CEC, accompanied by the host organisations represented by Carlo Casillo, President of Sistema Moda Napoli Unione Industriali, and Michele Lettieri, President of Accademia della Moda, announced that the next World Footwear Congress will be held in **Naples on 4th-5th April 2019**.

The Italian Minister of Culture, Alberto Bonisoli, and the Councillor of Naples City Council, Enrico Panini, also participated in the press conference. They both confirmed their support to the Italian footwear industry as part of the creative industries and contributor to the growth of the national economy, while expressing their satisfaction for Italy being host of this international Congress. On the occasion, Councillor Panini informed that the City of Naples had offered the stunning and ancestral premises of Castel dell'Ovo to host the 2019 World Footwear Congress.

After two editions overseas, Brazil 2011 and Mexico 2014, the Congress will make a comeback in Europe in 2019, hosted by the city of Naples, Italy. Italy is the top European footwear manufacturing country, and Campania, the region where Naples is located, represents one of the 9 European regions with the highest number of employees in the manufacturing of footwear and leather products, thus making Naples a prime location for the WFC 2019.

This Congress edition will focus on the topic “*Digitalisation for a sustainable footwear industry*” and will bring together high-level international speakers and experts to discuss digitalisation and sustainability, two of the most powerful market drivers in today’s industry, and what they mean for the future of the footwear sector. In addition to key notes speeches and roundtables, the programme will also feature visits to local footwear factories. A website dedicated to the congress will be launched soon to facilitate registration and provide additional information.

The two-day event is expected to draw participants from all over the world. Although mainly intended to support footwear businesses development across the world, the Congress is open to all categories of worldwide footwear stakeholders (manufacturers and retailers, sector associations, technological and educational centres, policy makers, journalists, etc.) as they can all contribute and learn from the discussions.



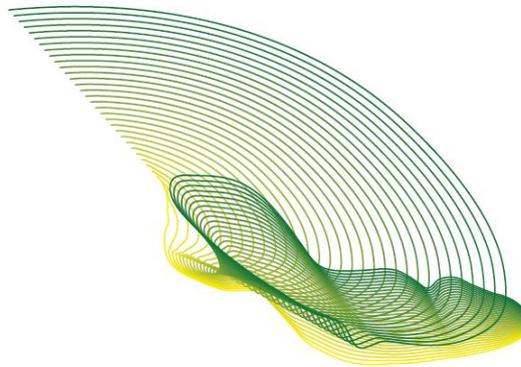
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The World Footwear Congress was created by the CEC more than ten years ago as a platform to discuss the constant challenges and opportunities that the footwear industry has been facing since the beginning of globalisation. In particular, the Congress aims to promote a free and fair global market with equal chances for all on a reciprocal basis, while increasing international collaboration to support the industry competitiveness and growth.

Save the date now and join us in Naples in April 2019 at another successful edition of the WFC!



DIGITALISATION
FOR A **SUSTAINABLE**
FOOTWEAR
INDUSTRY

NAPLES 2019



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