

# HIGH-END SHOE

## *Final Conference at the*MICAM

### **Pavilion 3 – Press Office**

Tuesday / 19<sup>th</sup> September 2017 / 15:00 – 17:00

Milan, Italy



*High-End-Shoe*

WWW.HIGHENDSHOE.EU

## AGENDA

### **15:00h – Welcome**

*Speaker:* Stefano Miotto - CEO, **Politecnico Calzaturiero**

### **15:10h – High-end / Luxury and the European footwear sector**

*Speaker:* Carmen Arias - Secretary General, **European Confederation of Footwear Industry**

### **15:20h – The need for a specific profile and training programme: The High-End Shoe project**

*Speaker:* Rita Souto, **CTCP (Portuguese Footwear Technological Centre)**

### **15:40h – First pilot exercise: Testimonials from the trainees**

*Speaker:* Angela Zuin – student of the Practical Training Weeks

### **15:55h – Craftsmanship and Digital Evolution**

Companies love craft tradition which can be complemented with innovative technologies. Both worlds can be merged, e.g. in e-commerce (engaging and serving the new generation of luxury clients) and foot recognition apps (to transport the bespoke to online).

#### *Speakers:*

- Giacomo Fioravanti, **Calzaturificio Fratelli Borgoli** – High-end business model
- Hugo Ferreira, **Calçado Centenário** – High-end business model
- Antonio Quirici, **Consorzio Cuoio di Toscana** – The importance of high-quality materials
- Giulio Finzi - Secretary General, **NETCOMM** (Italian eCommerce Association) - The new digital consumer: mobile, social, cross-channel
- Giorgio Raccanelli - **Snapfeet** (powered by **TRYA**) - Foot recognition apps

Open Discussion

### **16:50h – Promoting international partnerships between designers and manufacturing SMEs in the fashion and high-end sector: The WORTH initiative**

*Speaker:* Cristina Molina, **AITEX**

### **17:00h – Closure, coffee and networking**