



**co\_shoes**  
international workshop

22-23 OCTOBER

Organised by the Spanish Footwear Industries Federation (FICE) and held on the 22nd and 23rd of October at the Alicante Trade Fair Institution (IFA) located in Elche

## **THE DOORS OF THE FIRST CO\_SHOES EVENT ARE OPEN, A NEW MUST-ATTEND FOR THIS SECTOR IN SPAIN**

- **The opening of this event will see more than fifty exhibitors and 350 registered visitors from many countries.**
- **Co\_shoes facilitates contact between manufacturing companies, brands, retailers, designers, etc. who are looking for new business opportunities, and offers a schedule full of conferences and round-table meetings to discuss key issues in the footwear industry.**

Elche, 22 October 2014

Today is the launch of the Co\_shoes event, an international workshop that for two days (22nd and 23rd October) brings together manufacturing companies, brands, retailers and designers of footwear and leather goods in Hall 1 of the Alicante Trade Fair Institution (IFA), located in Elche.

Co\_shoes was born with the aim of promoting the productive capacity of the Spanish footwear industry between domestic and international companies who are considering manufacturing in Spain.

It is a platform designed so that manufacturing companies, international brands, major retailers, chain stores and designers can present their needs and projects in the footwear and leather goods sector.

Attending - along with approximately fifty exhibitors - is the Technological Institute for Footwear and Related Products, INESCOP, with the full range of services it offers the sector (quality, innovation, laboratory tests, certifications, etc.).

The event will provide a "match-making" service for those who are interested and as well as a specific area with individual rooms for networking.

In addition to all this there will be a programme of activities (lectures) covering topics related to outsourcing (current legal framework, quality and technology, environmental responsibility, data protection, etc.).

## **MUCH INTEREST IN CO\_SHOES OUTSIDE SPAIN AND AN INCREASING PRODUCTION IN SPAIN.**

The launch of Co\_Shoes has sparked interest beyond our borders, especially in EU countries. More than 300 domestic and international visitors have registered to attend this event.

Co\_Shoes is supported by the Valencian Institute of Foreign Trade "IVACE", Generalitat Valenciana, with a programme which finances trade missions by buyers from European and international countries and is sponsored by the City of Elche. Support is given to companies and their Communication Plan.

After a period in which a part of European shoemaking activity relocated to other manufacturing countries, a new relocation scenario is emerging, one where there is an increased demand for production in Europe in general and Spain in particular. In addition to this demand, many Spanish companies already offer this outsourcing service as a core business activity or as a complementary line of business.

Co\_Shoes has therefore directed its attention to becoming an international professional platform to respond to these new production requirements and to contribute to the revival of the Spanish and European business industry as a whole. It is ultimately an international workshop to exchange information and initiate new businesses.

For further information:

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