



co_shoes
international workshop

OCTOBER 22nd - 23rd

CO_SHOES PUTS ITS BEST FOOT FORWARD KNOWING IT HAS THE SUPPORT OF EXHIBITORS

- **The Workshop has had 500, both national and international, registered visitors. There were also visits from registered Futurmoda attendees.**
- **Virtually all of the exhibiting companies (98%) considered the initiative a success and expressed their interest in its continuing**
- **At the close of this edition, 64% of exhibitors confirmed their participation to the next event.**

Madrid, November 7th, 2014

The fifty exhibitors who participated in CO_SHOES believe their participation in the first edition of the new event - oriented towards outsourcing and retailer brands in the footwear and accessories sector - was beneficial to them.

Co-shoes, organised by the Spanish Footwear Industries Federation (FICE), held its first event on the 22nd and 23rd of October at the Alicante Trade Fair Institution (IFA) located in Elche, during the same days as Futurmoda.

Co_Shoes was supported by the Valencian Institute of Foreign Trade (IVACE) with a programme that finances trade missions of buyers and was sponsored by the City of Elche, through support to companies and their Communication Plan.

A much-needed event for the sector

In light of the results from the survey conducted among exhibitors, it could be said that Co_Shoes has passed its first test with flying colours.

The interest in having an event of this nature has been made apparently clear with the - very positive - replies from companies: 98% believe that Co_Shoes was an interesting initiative that was necessary for the sector.

The majority of companies, 94%, stated having made contacts. However, not all of them believed their expectations were fully covered. Out of that percentage, 53% of exhibitors stated that they covered their expectations or even exceeded their expectations. A little less than half considered the event to fall below their expectations, but are waiting to see how these contacts develop in the future.

"As this trade fair is not one where orders are placed, but an event to network for the manufacturing of collections, the results are not measured in number of visits but by the customer profile, and to see how these contacts develop at a later date" stated Javier García Lillo, FICE Secretary General.

In this regard, the exhibitors rated the visitor quality as "good" or "very good" by 55% of respondents and 70% rated the event as "good" or "very good".

In the general assessment, half of the exhibitors considered themselves as "fairly" or "very satisfied."

Regarding the location of the event at the Alicante Trade Fair Institution (IFA) trade fair area, 91% approved of it, rating it "good" or "very good", and 77% rated the fact that it coincided with Futurmoda as "good" or "very good".

64% of exhibitors, at the close of the event, confirmed their participation for the next one. Of the remaining respondents, none expressed their intention to not return, they chose the option I don't know/ no response, as they will wait to see how the contacts they established developed over time.

Profile of CO_SHOES visitors

Regarding the origin of visitors, in addition to Spain, there were visitors from France and Italy, and attendees from other countries such as the following, in alphabetical order: Algeria, Argentina, China, Denmark, Germany, India, Japan, Morocco, Netherlands, Nigeria, Poland, Portugal, Romania, Russia, Turkey, United Kingdom and USA.

Among the visitors' different profiles there were: retailers/distributors seeking suppliers for their own brands or new projects, manufacturers seeking producers so they can outsource their work, textiles brands who wish to complete their collections with footwear and leather goods, and national and international designers seeking manufacturers for their product lines.

Co_Shoes prepares its next event

FICE, together with their Associations, is already preparing its next event (scheduled for the second half of April) and will consider all the suggestions and comments collected from exhibitors and visitors; it will include, among other changes, improvements in location within the IFA grounds and the services offered.

Co-shoes, organised by the Spanish Footwear Industries Federation, has the support of the Valencian Business Footwear Association (AVECAL), the Rioja Footwear Manufacturers Association, The Almansa Footwear Manufacturers Association (ASPROFA), the Toledo Industrial Footwear Provincial Association (APICT), the Zaragoza and Provinces Manufacturers Association of Footwear and Related Articles (AFCYA), and the Huelva Footwear Industry Provincial Association (APICAL).

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