

## PROGRAMME

### 5<sup>th</sup> WORLD FOOTWEAR CONGRESS

#### ***"KEEPING ONE STEP AHEAD: MEETING THE CHALLENGES OF THE FOOTWEAR SECTOR"***

#### **Sunday 23<sup>rd</sup> November 2014**

19.30 – 21.00 Welcome Cocktail

#### **Monday 24<sup>th</sup> November 2014**

8.00 – 9.00 Registration

9.00 – 9.30 Introduction Speeches by México and the CEC

- CEC President - Jean Pierre Renaudin
- President of the WFC Organizing Committee – Miguel Plasencia
- Top Dignitaries from México

9.30 – 10.00 **Key Note Speech THE CONSUMER OF 2030**

A General perspective on How the consumers behaviour will evolve in the different parts of the world.

## **THEME 1: GLOBAL FOOTWEAR CONSUMERS WITH DIFFERENT EXPECTATIONS**

10.00 - 10.45 Overview of current Footwear Consumption in the World

10.45 - 11:00 Coffee Break

11.00 - 12.15 Segmentation Strategies

From a clothing and/or fashion function to a healthy, comfort, personalised, green, etc. product. Which strategy do companies adopt?

- Expert on worldwide Footwear Consumption
- European Brand
- Global Brand Perspective
- Latin Markets Brand Perspective
- Asian Markets Brand Perspective

12.15 - 13.15 Round Table Discussion

Through the experience of the strategies identified by the previous companies, what are the possible ways to adapt to the consumers changing tastes and aspirations?

13.15 - 14.30 Lunch

## **THEME 2: ACCESS TO MARKETS**

14.30 - 15.30 International Trade Issues

Round Table Discussion

Market challenges and opportunities in a globalised market. Overview of major partnerships in the world.

- Global Market Access
- Trans Pacific Partnership
- Transatlantic Trade and Investment Partnership



15.30 – 17.00 Distribution Channels

Identification and evolution of the different channels, shops, branches, franchises, direct sales, e-commerce, etc.

- Digital Conectivity
- US Leading Company
- European Leading Company
- Russian Leading Company
- Mexico Leading Company
- Brazil and Latin America Leading Company
- Global leading company

17.00 – 18.00 Round Table Discussion

Trends and evolution in Trade Exhibitions: What's next?

- Representatives of Major Fairs

18.00 – 20.00 Free time

20.00 – 23.00 Gala Dinner

## Tuesday 25<sup>th</sup> November 2014

### **THEME 3: MANUFACTURING – WHERE WILL SHOES BE MADE AND WHAT SHOES WILL BE MADE OF?**

9.00 – 10.00 Where is Footwear being made and where will it be in 2030?

- New Manufacturing Countries
- On- Shoring

10.00 – 10.30 Access to raw materials

10.30 - 11.15 New technologies, materials and processes for new products (3D printing, injection, innovative materials, etc.)

11.15 – 11.30 Standardisation in the footwear sector

11.30 – 11.45 Coffee break

11.45 – 12.15 Ethical trading and corporate responsibility: How the Sector is managing the consumers need for more assurance on ethical and sustainable manufacturing.

12:15 – 13.15 Round Table Discussion

Production Strategies in different areas of the world.  
What are the actual criteria for the delocalization or relocation of the production?  
Logistics, the works force, empowerment and skills

13.15 – 13.45 Closing session by CEC President

13.45 – 14.45 Lunch

14.45 – 18.00 B2B Meetings and/or Factories visit (Optional)