

## Post Show Report

### **Obuv. Mir Kozhi 2016. Spring**

From March 22 to 25, 2016 Expocentre Fairgrounds hosted the 45<sup>th</sup> edition of the **Obuv. Mir Kozhi 2016. Spring** International Exhibition for Shoes and Leather Products.

Obuv. Mir Kozhi is a joint project of Expocentre and Italian company BolognaFiere. The trade show enjoys support of Assocalzaturifici, the Italian Footwear Manufacturers' Association.

This major event has become a well-known business platform where trend setters of European and global shoe fashion traditionally meet wholesalers and sales representatives. The leaders in the footwear and leather products market showcased new lines of shoes and a wide range of leather haberdashery at the trade show.

The exhibitors of the spring edition were nearly **180 companies from 10 countries. Italy** had a large **national pavilion**. Italian companies gained support of the Italian Ministry of Economic Development.

The trade show participants also came from *Belarus, Finland, Germany, Indonesia, Portugal, Russia, Spain, Turkey, and the UK*.

New autumn/winter 2016/2017 collections and the latest fashion trends were presented by world known manufacturers of shoes and leather products, among them Marino Fabiani, Mario Cerutti, Baldinini, Fabi, Loriblu, Nando Muzi, Accademia, Marc Cain, Cromia, Marino Orlandi, Ripani plus many others.

At Obuv. Mir Kozhi 2016. Spring the exhibitors put on display a full range of shoes from luxury to sports and house on the exhibition space of **4 207 net sq m** in Pavilion No.7 (Halls 2-6) of Expocentre Fairgrounds. The Leather Products and Accessories Salon featured a wide range of leather goods, e.g., bags, belts, wallets, purses, and gloves.

Representatives of retail chains, stores, wholesale and trading companies from 78 entities of Russia and 25 countries held negotiations and sign contracts with major manufacturers of shoes and leather products.

The **Expocentre for Counterfeit-Free Exhibitions** project was carried out online. It is aimed to fight the infringements of exclusive rights to IP assets.

The trade show program featured the **Young Designer Festival ‘Shoe Design 2016. Spring’** organized by the Moscow State University of Design and Technology and Expocentre ZAO.

**From October 3 through 6, 2016** the participants in the international exhibition Obuv. Mir Kozhi 2016. Autumn will showcase a new collection for spring/summer 2017. The show will run in Pavilion No.7 of Expocentre Fairgrounds.