

POST SHOW REPORT

OBUV. MIR KOZHI 2015. AUTUMN

On 29 September – 2 October 2015 Expocentre Fairgrounds hosted the **Obuv. Mir Kozhi 2015. Autumn** International Exhibition. This one of the most colorful autumn events was traditionally organized by Expocentre ZAO and BolognaFiere, Italy, with support from the Italian Footwear Manufacturers' Association (ASSOCALZATURIFICI) and the Italian Ministry of Economic Development.

This autumn the show welcomed **187 companies** from **10 countries (Belarus, Germany, Italy, the Netherlands, Portugal, Russia, San Marino, Spain, Turkey, and the UK)**. They occupied **about 5,000 net sq m** to showcase their best collections of shoes and leather accessories for the Spring/Summer 2016 season.

Among participants there were such well-known Italian brands as Valentino Orlandi, Baldinini, Cromia, Fabi, Loriblu, Ripani, Nando Muzi, and others. **Italy** had a traditional national pavilion.

The exhibition included the **Bags, Leather Products and Accessories Salon** which featured a wide range of goods: ladies' and men's bags, purses and wallets, belts, umbrellas, gloves, etc. The Salon participants were Cromia, Gilda Tonelli, Di Gregorio, Ripani, Arcadia, Renato Angi, Nobel, Galantea, and other companies.

The first **Trends in Leather Production** exposition highlighted the most standout models of new collections. New products were demonstrated by Arcadia, Pelletteria L'europa S.R.L., Carlo Salvatelli, Cromia, Ghibli S.R.L., Giudi Pelletterie, Pasotti Ombrelli S.R.L., Pelletteria Orlandi Marino, Pelletteria Valentino Orlandi, Ripani Italiana Pelletteria S.R.L., Martaponti, Roberta OOO, Roberta Gandolfi S.R.L., and N-Velars OOO.

Expocentre continued its **Expocentre for Counterfeit-Free Exhibitions** project aimed to reduce the number of counterfeit products displayed at trade shows.

The **Business Contacts Exchange** and **Persons' Contacts Exchange (Labor Exchange)** as well as **Customs Clearance Advisory Centre** were available for both exhibitors and visitors to Obuv. Mir Kozhi 2015. Autumn.

The **12th Business Forum** familiarized industry professionals with the latest trends of the footwear market and the most relevant issues of the shoe business development.

Expocentre's partners in organizing associated events were Express Russia Mail Service, Fashion Consulting Group, Clever Fashion, and VSN-Transit.

The forum featured seminars devoted to **risk free trends of the Spring/Summer 2016 season, a well-balanced range of goods for a shoe store, rules of perfect sales in a shoe store**, and other topics.

CEOs and experts from Express RMS, CEO ExpressRMS, Shop2YOU, ArrowMedia and PayOnline gave reports at the conference **Internet Footwear Store: How to Make and Boost Profit**.

During **Obuv. Mir Kozhi 2015. Autumn** the Moscow State University of Design and Technology in association with Expocentre held the **SHOES DESIGN 2015 Festival of Young Designers**.

The next edition of **Obuv. Mir Kozhi** will run at Expocentre Fairgrounds on **22-25 March 2016**.