

RESHAPING THE FUTURE

REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS
2023

2023

07 - 09 NOVEMBER ISTANBUL

www.wfc2023istanbul.com



Welcome Cocktail "Reshaping the Future"



The 7th World Footwear Congress, jointly organised by the European Footwear Confederation (CEC) and the Turkish Footwear Manufacturers Association (TASD), took place in Istanbul on 7-9 November 2023.

A "Welcome Cocktail" was held on the evening of 7 November at Wyndham Grand Levent Hotel for local and foreign speakers and local and foreign guests attending the Congress, whose main theme was "Shaping the Future". Thanks to the Cocktail, which was organised with a wide participation and in a warm atmosphere, speakers and participants had the opportunity to meet and network with each other.



Opening Speech



On the morning of 8 November, Davut Gül, the Governor of Istanbul, delivered a speech at the official opening of the Congress, stating that the footwear industry is moving forward every year and that this is not a coincidence, and said: "The Turkish footwear industry has an important market share in the world.

We are increasing the competitiveness of the sector with our talented designers, vocational high schools and qualified employees. We can further develop this power with the opportunities offered for investment in Anatolia. On the other hand, Turkey's rich renewable energy resources will provide advantages to the footwear industry in many issues, especially carbon footprint in the coming period."



Şekib Avdagiç, President of Istanbul Chamber of Commerce (ITO), underlined that footwear is one of the most important necessities after food and reminded that everyone has a duty to reduce global carbon emissions.

Opening Speech



TASD President Berke İçten noted that they aim to increase the exports of the footwear industry, which is currently at the level of 1.2 billion dollars, to 2 billion dollars in five years, and stated that the Turkish footwear industry has started the run for exports of 2 billion dollars in 2028.

Turkey, with 550 million pairs of Europe's first and the world's sixth largest shoe production centre, İçten said, "In addition to production, we are increasing our design power every year. In 10 months, we exported 330 million pairs of shoes and provided more than 1 billion dollars of foreign currency inflow to

our country. In fact, we could have sold much more on a unit basis. Underlining that the contraction in global demand and customer losses had a negative impact on both production and employment, İçten stated that although there were some cyclical difficulties, they maintained their optimism and believed that they would achieve a new momentum in exports in 2024.

Luis Onofre, President of the European Footwear Confederation (CEC), stated that Istanbul, which is the crossroads of different continents, cultures and civilisations, is an ideal place for the World Footwear Congress. Stating that the footwear industry plays a very important role in economic growth, innovation and employment, Onofre stated that the World Footwear Congress is a platform where information, ideas and good practices that will shape the future of the sector are shared.



Opening Session

Matthew Griffin - Step into the Future



Matthew Griffin's presentation included a detailed assessment of the future of the footwear industry and its relationship with emerging technologies. Focusing on the history of clothing and footwear, Griffin mentioned that clothing dates back hundreds of thousands of years, but footwear was invented only about 10,000 years ago. Despite these ancient origins, he mentioned that we are in a constant evolution in terms of footwear design, materials and manufacturing processes. Griffin then made a talk on how emerging technologies and global trends are affecting the rapidly changing industrial

landscape. He emphasised how emerging technologies such as advanced manufacturing, 3D printing, flexible electronics, artificial intelligence and robotics are transforming the footwear industry, highlighting the importance of keeping abreast of hundreds of trends that directly or indirectly affect industries. Griffin also stressed economic trends such as high inflation, interest rates and economic uncertainty, explaining the global nature of these challenges and their potential impact on consumers' spending habits. The presentation included important insights into the future of the footwear industry. Griffin discussed topics such as next generation manufacturing (Industry 5.0), material innovations and the evolving user experience. He also mentioned that it is significant for firms to change their production methods, design processes and business models to stay relevant in the industry. Another issue Griffin emphasised was the environmental situation. Problems such as climate change, population growth and water scarcity are among the important challenges of the future. Especially, younger generations' interest in sustainable, ethical and purpose-driven brands requires businesses to focus on these values. In terms of policy and economic developments, China's "Belt and Road" initiatives and Europe's similar commitments were among the highlights of the speech. Griffin explained in detail how policy changes at the global level impact the business world. The rest of the presentation focused on market trends and consumer preferences. Topics such as new shoe demands, increasing demand for customisable products and circular economy were discussed. In addition, the importance of regulations requiring companies to report on their sustainability-related activities was emphasised. In conclusion, Griffin stressed that in order to succeed in the rapidly changing landscape of the footwear industry, companies need to focus on sustainability, innovation and technology adaptability. Breakthroughs in advanced manufacturing technologies, artificial intelligence design, customer experience and environmental sustainability can make the industry more competitive and environmentally responsible. Griffin mentioned that companies have to take the necessary steps to adapt to this transformation and for future success.

Session 1: Understanding Consumer Demands

Responding to Consumer Demands



Moderator: Prof. Dr. Erhan Aslanoğlu, Piri Reis Üniversitesi

Speakers: Miguel Pomares (Ecoalf), Francesco Carpineti (Future Fashion), Yuxiang Yang (Li-Ning Brand), Tahsin Akar (LC Waikiki), Kubilay Gençkan (Alibaba)

First speaker **Miguel Pomares**, representing the Spanish brand **ECOALF**, gave a comprehensive overview of their brand's mission, purpose and operational approach. ECOALF has been running for 15 years as a Spanish brand that produces fully recycled clothing and footwear. The brand's main concern is the big problem of plastic waste around the world. As Pomares mentioned, their mission is to stop the careless consumption of natural resources. In parallel with this mission, Pomares points out that for 15 years, the brand has successfully translated this mission into action by creating first generation recycled products that match the quality and design of the best non-recycled alternatives. Pomares mentioned that they use natural materials in the production process, from plastic bottles to pineapple leaves. ECOALF co-operates with fishermen in the Mediterranean through a foundation specifically dedicated to sustainable production. What started simply with four or five boats has since developed to include around 500 boats. The fishermen collect plastic bottles from the sea and transform them into materials for production. ECOALF has also created stores committed to decreasing their carbon footprint, such as the outlets in Madrid and Milan. A strong example is the store in Las Rozas, Madrid, entirely built from recycled plastic bottles.

The second speaker and **co-founder of Future Fashion, Francesco Carpineti**, emphasized his insights on the company's focus on applying new technologies to the fashion industry. Future Fashion started 3D production, especially in the creation of DIS brands. Carpineti explained the rationale behind their adoption of 3D production: to meet the demands of the online world and create product pages with 3D visuals that are often more captivating. By applying 3D technology to shoe production, the brand is among the leading sustainable brands in Italy.

Session 1: Understanding Consumer Demands

Responding to Consumer Demands

By digitising their supply chain, they enable consumers to order online, design the shoes they want online and receive their customised products within 10 days. Carpineti mentioned the positive impact of this approach on the environment, especially by reducing carbon emissions. In addition, the components used in shoe production are made from recyclable materials. Carpeneti also spoke about its applications that allow consumers to virtually try on products, adding a new dimension to the overall consumer experience. Carpineti stressed the company's forward-looking perspective, emphasising their commitment to producing shoes with the future in mind.

The third speaker, **Yuxiang Yang from Li-Ning Brand**, provided valuable insights into the brand's position as a leading player in the Chinese market, competing with giants such as Nike and Adidas. Founded in 1990 by athlete Li Ning, the brand is driven by individuals who share a passion for sports and positions itself as a firm dedicated to athletes and offering high quality footwear. Yang underlined the positive outlook for the Chinese sportswear market, mentioning that it has experienced growth even during the problems created by the pandemic. However, he also recognised the changing landscape of consumer demands over the past two decades. In particular, Yang emphasized the changing dynamics where selling a product is no longer just about selling a tangible product, but also about selling a compelling story. Yang mentioned that today's consumers, especially the younger demographic, are looking for more than just a product, they want a story that satisfies their desires. However, depending only on a narrative may not be enough in the current market. Yang stressed that consumers are becoming more rational by training themselves thanks to the vast opportunities offered by the internet, and emphasised that consumers make comparative and informed choices by searching product details.

The fourth speaker, **Tahsin Akar from LC Waikiki**, made a presentation focusing on the retail perspective in the face of changing consumer demands. Starting his presentation by introducing the LC Waikiki brand with a 30-year history, Akar mentioned four key points that need to be solved while navigating in the VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world of consumer demands. Firstly, Akar underlined the significance of simple decoding, emphasising the best outcome for both consumers and retailers. The second point was to understand what has changed from both consumer and retail perspectives. Consumer dynamics have changed with e-commerce, new fashion perceptions and the search for meaning, while retail has been affected by the integration of new technologies such as VUCA, supply chain challenges, hypermedia inflation and artificial intelligence. The third point focused on decoding consumers, stressing the need to understand factors such as age, profile/personality, geography/climate clustering, opportunity definition, product type definition and the importance of personal touch.

Decoding the product was the final point. In preparing for the future, Akar posed critical questions to consider, including strategies for micro-segmenting consumers, plans for an ideal product mix that increases both customer satisfaction and profits, perspectives to engaging customers and consumers, methods for testing and monitoring performance, strategies for implementing artificial intelligence in the business, and steps to ensure the sustainability of the product portfolio and supply chain. The important question of supply chain resilience, resilience and competitiveness in the face of continuing challenges was also raised. Tahsin Akar's detailed presentation provided valuable insights into the multi-pronged approach required to navigate the complexities of the retail environment.

The last speaker, Kubilay Gençkan, Business Development Manager of Alibaba Türkiye, made a presentation introducing the complex ecosystem of the Alibaba platform. Kubilay Gençkan provided information about Alibaba's approach to making business and how it effectively responds to buyers in different parts of the world. Underlining Alibaba Group's significant investments in Türkiye, including Trendyol, AliExpress and Alibaba.com, Gençkan mentioned Alibaba's role as a leading B2B (Business to Business) platform. This platform serves as an important way for manufacturers to connect with a wide range of potential buyers, Mr. Gençkan said. Gençkan concluded his presentation by sharing valuable insights on the current trends in the footwear market and the Alibaba platform and providing an overview of the dynamics of the industry.



Session 2:

Business Manufacturing Strategies for the New World



Moderatör: Erkan ZANDAR, President of Aegean Leather and Leather Products Exporters' Association

Speakers: CLARKS (UK): Jonathan RAM, CEO, DEICHMANN (DE): Manfred KRONEDER, Vice President, DESA (TR): Burak ÇELET, CEO, PIKOLINOS (SP): Julia PÉREZ DE TUDELA NAVARRO, KAIZEN Department Manager

The first speaker, **Julia Pérez de Tudela Navarro from Pikolinos**, talked about the company's production strategy and how it has adapted to the challenges of the new world, especially in the context of the pandemic. Navarro focused on how her companies have addressed the growing challenges in the external world (external factors such as logistics becoming more complex and expensive, longer delivery times) by developing new internal production strategies. The company's production centre, Pikokaizen, produces 500,000 pairs of shoes per year in an area of 5,000 m², 80% for Pikolinos and 20% for Martinelli (another brand of the Pikolinos group). Analysis of each production stage (cutting, sewing, moulding and storage) showed that sewing was the most important but often inefficient stage. Recognising the waste of talent and identifying problems such as product transport during sewing, waiting times and semi-finished product storage, Pikolinos applies the KAI-Automated Sewing Delivery System in production. Designed to optimise production through a planning algorithm, this system has successfully decreased lead times and total working time, according to Navarro. Finally, Navarro talked in detail about how employees have adapted to the new sewing system.

Session 2: Business Manufacturing Strategies for the New World

Jonathan Ram, CEO of Clarks, talked about Clarks' consumer-centred approach as the second speaker. Emphasising the balance between design and science in the decision-making process, Mr. Ram emphasized the importance of the core consumer and the timeless nature of the product. Ram discussed the importance of developing an end-to-end understanding within the organisation. He emphasised the value of planning in supply chain, sales and operations, highlighting the need to adapt these plans to market signals and execute them in a disciplined manner. Ram also highlighted the importance of new technologies and organisational readiness for the digitalisation of business. Finally, he underlined the importance of leadership, with a particular focus on empathetic leadership, enabling and empowering decision-making, and encouraging calculated risk-taking.

The third speaker, Manfred Kroneder, representing DEICHMANN, shared information about the company's 110-year history and its main goal of providing quality footwear at affordable prices. DEICHMANN realises its production according to different consumer demands through various concepts. The family footwear concept targets mothers and children by offering high-quality, affordable products that meet the specific needs of this consumer group (such as children's growth and seasonal changes). The second concept targets young sneakerheads aged 14-20 and implements different store ideas in various locations to optimise sales. According to Kroneder, each concept aims to provide superior quality in its category. For 2023, Kroneder forecasts revenues of EUR 8.1 billion, sales of 178 million pairs of shoes and 4,561 stores. Currently, the company operates in 31 countries on three continents. DEICHMANN operates with different business models, including external brands, private brands and licences. According to Kroneder, important elements of the company's future success include the ongoing development of the business concept according to new expectations, global growth through organic means and acquisitions, efficient supply chain management, long-term partnerships, steps towards sustainability and knowledge sharing with partners. Kroneder also reminded the company's investments in digital channels, modern information technology in stores and economies of scale by utilising both local and global resources. Kroneder finalized by emphasising the company's commitment to social welfare investments in line with its mission to serve people.

The last speaker, Mr. Burak Çelet, CEO of DESA, gave an overview of the company's dual structure as both a retailer and a manufacturer. DESA operates as a vertically organised brand with everything in-house, including a tannery, a final product manufacturing facility in Türkiye and Italy, and 123 company-operated stores. 35% of the company is publicly traded and has been listed on the stock exchange since 2004. It is majority family-owned and backed by international shareholders. The company has established 25-year partnership with Samsonite, serving both as a distributor for 25 years and as a business partner for 15 years. DESA is Türkiye's leading leather exporter and has made an important contribution to the sector by producing 70% of all leather products exported from Türkiye to Italy in 2022.

Session 2: Business Manufacturing Strategies for the New World

Çelet underlined the challenges and the need to adapt to these challenges in the context of the business model and sustainability of this business model in developing countries such as Türkiye. He mentioned that in a country like Türkiye, where the market is difficult to predict, struggling with high inflation and the local currency is constantly depreciating, it becomes necessary to be highly adaptable and ready to face various challenges and uncertainties in order to remain competitive. Çelet underlined that sustainability in this context goes beyond environmental concerns and is about the survival and longevity of businesses in the dynamic and changing environment of developing countries. DESA's sustainability vision includes elements such as business model, materials, resource management, human capital and society. Çelet emphasised three important points in the context of sustainability in the business model: product diversity, sales channel diversity and market diversity. Firstly, he mentioned that they diversify their product range by producing all types of leather products, utilising tannery facilities to produce lambskin, sheepskin and cattle leather suitable for various leather applications. Pointing out that DESA no longer manufactures shoes due to the difficulties encountered, Çelet stated that they continue to design shoes and offer this design knowledge in their stores. In sales channel diversity, Çelet mentioned that DESA exports branded leather garments, leather products and footwear, supplies processed leather and related products to global luxury brands, wholesales the 1972 DESA garment collection to international boutiques and department stores, exports branded products through digital marketplaces, and conducts online and offline sales domestically. Finally, in the market diversity that progresses with sales channel diversity, Çelet emphasized the DESA's wide domestic retail chain and export operations to 34 countries through more than 120 sales points. On the other hand, Çelet stated that strategic production partnerships with major luxury brands provide DESA with access to key global markets, enabling it to strengthen its position in a dynamic and ever-changing business environment.



Gala Dinner



After the sessions held on 8 November, the first day of the Congress, a Gala Dinner was held the same evening at Wyndham Grand Levent Hotel where the Congress was held. The Gala Dinner, which was attended by the speakers, participants and the Presidents of the relevant Institutions and Associations, was held in a warm atmosphere, while the guests had a good time with live music and dancing and had the opportunity to chat with each other.



Session 3: A Sustainable & Circular Industry for People and the Planet First Panel



Moderator: Federico Brugnoli, SPIN360 Kurucu ve CEO

Speakers: Yuly Fuentes-Medel (M.I.T.), Marco Guazzoni (Vibram),
Nicoline Van Enter (Footwearology), Luca Boltri (Unic Italian Tanneries)

Moderator **Federico Brugnoli, CEO and co-founder of SPIN360**, began the session with a keynote speech on sustainability. Based in Italy and operating in 27 countries globally, SPIN360 focuses on sustainable innovations in the fashion supply chain. Brugnoli started his talk by emphasizing the historical context of the term "sustainability" and its frequent use in contemporary discourse. Drawing attention to the work of Gro Harlem Brundtland, who introduced the concept of "sustainable development", he opened the discussion on the true meaning of the term despite its widespread use. According to a survey conducted by SPIN360, 96% of respondents confessed to having limited knowledge about sustainability, emphasizing the disparity between discourse and understanding of the meaning of the concept. Brugnoli then conducted a critical review of global progress in measures such as life expectancy, GDP and the human development index. While accepting improvements in these areas, Brugnoli drew attention to the pressures on the planet by raising the important question of the environmental cost of these advances. In this context, overpopulation is a fundamental major problem. Despite global developments, the environmental impact continues to increase, and it is precisely at this point that the critical need for circularity, a fundamental principle according to Brugnoli, emerges. Speaking from a market perspective, Brugnoli stressed that many global companies have set climate change targets (23% of companies in the Fortune 500 have made climate or energy-based commitments, for example), but the challenge lies in translating these aspirations into concrete actions. He concluded by briefly touching on key concepts such as traceable and sustainable supply chains, renewable energy use, resource efficiency and innovative approaches such as zero waste and upcycling.

Session 3: A Sustainable & Circular Industry for People and the Planet First Panel

The first speaker, **Yuly Fuentes-Medel** from MIT, representing the Footwear Collective, introduced the footwear manifesto put forward in 2022, which can be seen as a step towards a transition to circularity in the footwear industry. According to this manifesto, co-operation is the missing link to unlock circularity in the footwear industry at scale. Fuentes-Medel started by talking about the three main challenges facing the footwear industry: complexity of design, complexity of production and temporal complexity (the life cycle of shoes). Fuentes-Medel mentioned that addressing the challenges of materials management is important, given the scarcity of resources and the importance of managing materials sustainably for the future. She also highlighted the importance of understanding what happens to shoes after consumers use them, underlining the need for waste synchronisation and the transformation of footwear companies into waste-conscious organisations. In this context, she presented an engaging vision of the future that sees footwear companies not only as producers but also as contributors to waste management solutions. This perspective is in parallel with the broader goals of meeting the planet's needs and addressing resource challenges. Fuentes-Medel highlighted the importance of consumer behaviour in change, underlining the need to identify people's active participation in circularity. As a result, Fuentes-Medel emphasised the need to create a cycle and create new sources of income, concepts detailed in the footwear manifesto. Footwear Collective extended an invitation to the industry to join the collective endeavour as a platform for understanding circularity through collaboration.

The second speech was made by **Marco Guazzoni** from Vibram. Mr. Guazzoni, Vibram's Global Sustainability Director, began his speech by giving information about the Vibram brand, a manufacturer of high-performance rubber soles recognised by its distinctive yellow logo. Vibram, a complementary brand in the footwear industry, operates as an Italian family business in its fourth generation. Innovation is at the heart of Vibram's business model and the company is a leader in a niche market focussed on high quality products. Guazzoni elaborated on the steps Vibram follows to determine its sustainability strategies, emphasising two points: measurement and partnership. Guazzoni mentioned that since 2019, Vibram has begun a comprehensive measurement process for all its products using the Life Cycle Assessment (LCA) system to assess their environmental impact. The second point, partnership, according to Guazzoni, is in line with Vibram's philosophy of co-operating within the industry, contributing to experts and clusters to move the industry towards sustainability. In this context, Vibram co-operates with actors such as Bluesign, Monitor for Circular Fashion, Esosport. Vibram's sustainability strategy is based on six key elements aligned with the United Nations Sustainable Development Goals (SDGs): product innovation, zero waste, organisation and procedures, supply chain, energy, stakeholders. In this context, Guazzoni emphasised the importance of circularity in product innovation, focusing on the adaptation of production to circular principles. Vibram pointed out the importance of eco-design as a key element contributing to circularity.

Session 3: A Sustainable & Circular Industry for People and the Planet First Panel

Guazzoni concluded by emphasising the key words that summarise Vibram's sustainability experience: Measurement, Materiality, KPI - KPO (Key Performance Indicators - Key Performance Results), Transparency - Traceability, Management by Objectives, Involvement of All Business Partners, Partnership, Communication - Values and Leading and Inspiring All Stakeholders. This comprehensive approach summarises Vibram's commitment to sustainability, including measurement, collaboration and alignment of strategies with global sustainability goals.

Nicoline Van Enter of Footwearology presented Footwearology, an innovative platform operating as an innovation centre in Barcelona, designing systems to improve the way companies create footwear. The platform is currently under construction and consists of a five-phase infrastructure: Factory, R&D, Think-Thank, Training and Events/Webinar. Detailing the steps taken by Footwearology in the context of the construction of this infrastructure, Van Enter spoke about events and webinars such as the factory they established to test new production models locally; the R&D laboratory that brings together people involved in the production of machinery, materials and software to create a collaborative workflow system for shoe production; Footprint 3D event organised to share experiences and opinions with industry stakeholders and New Technology Webinars. On the other hand, she also drew attention to the platform's goals of establishing an important think tank working towards the future of the footwear industry and strengthening in-sector education. Van Enter discussed the evolution in footwear production, emphasizing three major developments: automation, circularity and the shift from out-of-country to in-country production. This shift is impacting footwear design, moving from traditional upper and sole designs to a shell-shaped production that facilitates local production and automation. Van Enter mentioned the importance of minimising human labour, noting the accelerating shift from traditional processes such as cutting, sewing and cementing to newer methods such as knitting, moulding, welding and 3D printing. The focus is on creating shoes with fewer parts, less complexity and easy disassembly and assembly, in line with the principles of recyclability and repairability. Van Enter concluded by discussing the importance of data-driven and artificial intelligence-assisted design and its integration into production in the context of sustainability and circularity.

The last speaker, **Luca Boltri from the National Association of the Italian Tanning Industry**, stated that their association mainly focuses on promoting leather processing and tanning and addressing the lack of knowledge in these fields. Drawing attention to the edible nature of leather, Boltri emphasized that as long as meat consumption continues in the world, leather will continue to be used as a material. The world tanning industry recovers 8 million tonnes of bovine rawhide and sheep/goat skins every year and converts them into 1,700 km² of finished leather for footwear, fashion, furniture, etc. Alternatively, it is required, which would create significant economic and environmental costs. In this context, Mr Boltri mentioned that if the sector does not utilise meat

Session 3: A Sustainable & Circular Industry for People and the Planet First Panel

production waste, the economic and environmental costs of incinerating these raw hides or disposing of them in landfill sites would be enormous. Stating that the Italian tanning industry is a leading player in the global leather supply chain and is traditionally recognised as the international leader in leather value production with 63% of European leather production and 24% of global leather production, Boltri pointed out that the sector is especially a supplier to the luxury segment. Boltri, who put forward sustainability as a priority goal for the Italian tanning industry, sees sustainability as one of the elements that create the high quality of their production. Boltri emphasized that sustainability is a technical and scientific value for the union and in this context, it should be measured with objective and common methodologies and parameters throughout the entire supply chain. Since 2003, UNIC has been publishing the Italian tanning sector sustainability report to analyse the main points of leather sustainability and to explain the Italian tanning industry's commitment to the sustainability of products and processes. Boltri mentioned three main topics for sustainability for the Italian leather tanning sector: governance, environment and social. Under the title of governance, he drew attention especially to traceability in the supply chain. Drawing attention to the legal steps taken by the EU for traceability in the supply chain, Boltri reminded the need for global harmonisation of actors in the chain, especially in EU regulations on deforestation-free supply chains. Finally, talking about the circular model in the Italian tanning sector, Boltri emphasized the sharing, reduction, reuse, repair, renewal and recycling of existing materials and products. In this context, the assessment and measurement of product reusability, repairability and compostability are critical factors for sustainability in the tanning sector.



Session 4: A Sustainable & Circular Industry for People and the Planet Second Panel



Moderator: Prof. Dr. Erhan Aslanoğlu, Piri Reis University

Speakers: Steve Lamar (AAFA - U.S. Apparel and Footwear Association), Clementine Colin Richard (FFC - French Shoe Federation), Hua Lu (CLIA - Chinese Leather Industry Association), Horacio Moschetto (CIC - Argentine Chamber of Commerce)

The first speaker, **Steve Lamar**, spoke as a representative of the industry association on the effect of recent and upcoming US regulations on transparency, traceability, climate change, chemical stewardship, extended producer responsibility and labour rights. Lamar mentioned that the industry association has proposed an acronym called "THREADS" for effective communication with regulators and that by adopting these principles, they have made progress on climate change and product safety regulations. Accordingly, it includes six important principles that aim to positively impact regulatory practice. These principles can be elaborated as follows: Transition: Transparent development and implementation of regulations enables the industry to transition responsibly to these changes. Harmonised: Harmonisation of regulations across sectors and geographical regions provides more effective implementation in a complex regulatory landscape. Realistic Timelines: Basing implementation processes on realistic timelines gives industry a chance to adapt and fulfil regulations effectively. Enforceable: Effective enforceability of regulations strengthens audit and follow-up processes. Adjustable: The ability to adjust regulations in accordance with changing conditions and industry needs provides the opportunity for continuous development and adaptation. Design for Success: Designing regulations to help the industry successfully realise its sustainability and responsibility goals supports a focus on long-term success. He stated that these principles contribute to a constructive dialogue on regulated issues and help the industry both fulfil its responsibilities and interact with regulators.

Session 4: A Sustainable & Circular Industry for People and the Planet Second Panel

The second speaker, **Clementine Colin Richards**, made a presentation focusing on sustainability policies and stated France's leadership in this area. Richards emphasised the need to encourage the industry to make a faster transition, focusing on circular models not only in textiles but also in the footwear sector. Drawing attention to the complexity of the footwear sector, she explained the difficulty of the recycling processes of the products. She stated that Refashion, an organisation operating in France, was established 15 years ago to fulfil the responsibilities of clothing, home textile and footwear manufacturers. She mentioned that the main goal of Refashion is to transform the industry into a responsible and circular model. In the presentation, it was emphasised that there are 825,000 tonnes of products in the clothing, home textile and footwear market in France, but the recycling processes of these products are more complex for footwear. According to Richards, Refashion operates various projects and incentive programmes aimed at accelerating the transition to a sustainable fashion industry. With Eco-Modulation Tools, Refashion encourages brands to reduce environmental impact, while Reparation Bonus provides consumers with cash back for repairing products such as clothing, home textiles and footwear, encouraging longer use of products. Eco-Design Initiatives encourage brands to adopt environmentally friendly design practices, while Regeneration and Recycling Programmes focus on complex footwear structures and aim to efficiently use and recycle materials. These incentive programmes and projects encourage brands, manufacturers and consumers to contribute to more sustainable fashion practices. In addition, she mentioned the organisation's aim of moving the industry towards a more responsible position through its work on sustainable design and recycling.

The third speaker, **Hua Lu from China Leather Industry Association**, gave a presentation explaining the environmental regulations in the Chinese footwear manufacturing industry. The mandatory standard "Technical Specification of Pollution Permit Application and Assurance for Footwear Manufacturing Industry", that came into force in 2020, provides three categories of permit classification: key management, simplified and registration, focusing on pollutants such as waste air, waste solid and waste water. This standard specifies waste generation, collection methods and treatment guidelines for various industrial processes and machinery, with a special focus on exhaust air. The presentation highlighted the effect of the standard on 33,000 footwear manufacturing companies in the sector, emphasising that it could lead to various regulations at local level and is a step towards reducing pollution emissions. It also referred to a standard on waste air abatement measures expected soon, indicating that efforts to reduce the environmental impact in industrial production will continue.

Session 4: A Sustainable & Circular Industry for People and the Planet Second Panel

The last speaker, **Horacio Moschetto**, shared the developments in the sector in his presentation focussing on the Latin America and Caribbean region. According to the information given by Moschetto, the Argentine footwear industry, that has more than 1,200 small and medium-sized enterprises, has more than 50,000 employees and is primarily focused on the domestic market. Moschetto emphasised the efforts to make responsible business in the light of the demands of the international market and the expectations of conscious consumers, and stated that Latin America's second place position in global footwear production and regional collaboration are important. Moschetto shared their efforts on sustainability and ethical standards in the industry through initiatives such as the Latin American Footwear Industry Declaration of Sustainability Principles and Voluntary Social Commitment Programme, and provided detailed information on labelling laws, training programmes and international collaborations. Finally, Moschetto emphasised the significance of government and private sector cooperation to transform the industry and expressed the commitment of the Argentine footwear industry for the future.



Session 5: Reimagining the Future Workforce



Moderator: Erkan ZANDAR, President of Aegean Leather and Leather Products Exporters' Association

Speakers: Gennaro Pigliocampo (Calzaturificio Gensi Group), Clementine Colin Richard (Paraboot), Giovanna Ceolini (Thierry Rabotin)

Gennaro Pigliocampo, founder of the Calzaturificio Gensi Group, mentioned that his company has shifted its focus from production processes to strategies focused on continuous learning, professional growth, team spirit, recognition and well-being. He explained that the company has started a continuous learning programme aimed at training and developing its workers by establishing a school called Mastri Nascenti. He also mentioned that they focus on motivating their employees by creating a culture focused on professional growth, sense of belonging and success. He stated that they have adopted a system that focuses on the achievements of employees and maps the goals, and that they have developed health platforms and reward systems to ensure their well-being.

Clementine Richard from the Paraboot brand said that they produce both men's and women's shoes, handmade using materials such as sustainable leather and rubber. The company improves its business processes by focusing on working hours, salary packages, welfare, corporate governance and stakeholders. The company provides a healthy work-life balance for its employees with practices such as a 35-hour working week, flexible working hours and the opportunity to set their own break times. Employees' remuneration packages include training, profit sharing, incentives and bonuses, thereby providing employees with a sense of belonging. The company aims to develop the well-being of its employees through events, co-operation groups and commitments to diversity, equality and inclusion. The family business' long-term vision and co-operation with stakeholders, including schools, contribute to a positive perception of the company and increased recruitment opportunities.

Session 5: Reimagining the Future Workforce

Giovanna Ceolini, director of Thierry Rabotin, mentioned that she began collaborating with Thierry Rabotin in 1985 and established a shoe factory in Parabiago in 1999. She is responsible for the design and development of the women's collection. On the other hand, she also emphasised her concerns about the participation of young people in business life and stated that they are involved in various projects to attract and train young people in business life. In particular, Ceolini stressed that they organise various courses to train young employees and teach them about jobs within the company. She reminded that these efforts help young people gain technical skills and integrate into companies. Ceolini emphasised that the return of the young population to the factories will bring sustainability and innovation not only to the companies but also to the footwear industry.



Highlights of the 2023 UITIC Congress



UITIC president Sergio Dulio presented a retrospective look at the evolution of the sector, talking on the historical roots of the diffusion of technological knowledge since UITIC's foundation in 1972.

Beginning from the concept of Holistic Durability, Dulio's talk highlighted the importance of expanding the discourse beyond product lifespan to take into account fashionability, while underlining the importance of technological change, artificial intelligence applications, the strategic use of big data for customised footwear design and the integration of smart machines. In this respect, Dulio focused on the profound impact of the transition to Industry 5.0 on the workforce and workplaces, noting in particular robotic applications in disassembly and injection moulding.

The speech also emphasised the importance of measuring environmental impact, embedding recycling practices and obtaining sustainability certifications as an integral part of responsible industrial practices. Finally, in a metaphorical reference to Yin and Yang, Dulio reminded the importance of harmoniously combining sustainability and innovation to guide the future of the footwear industry.



Congress Closing

On the 2nd day of the Congress sessions held on 9 November, the sessions ended in the afternoon and the Congress was closed and the speakers and participants were thanked by wishing the Congress to have good results for the global footwear industry. After the closing ceremony, the speakers and participants visited the factories.





**Our Sponsor
Companies
& Supporters**



Footwear Industrialists Association of Türkiye (TASD)

was established in Istanbul on May 27, 1985, with the primary goal of representing and supporting the Turkish Footwear Industry. TASD has been at the forefront of promoting and enhancing the Turkish footwear sector by providing technical support, fostering industry growth, and adapting to new technologies.

Comprising more than 800 dedicated members, TASD has been instrumental in driving Turkey's footwear production and export, accounting for a significant portion of the industry's activities. The association actively collaborates with industry professionals who have contributed to the sector through their knowledge, skills, and experience.

One of TASD's remarkable initiatives is the organization of AYMOD, Europe's largest Footwear Fair, held biannually. AYMOD serves as a global platform, bringing together leading footwear companies from all corners of the world. This exhibition not only plays a pivotal role in facilitating new business ventures but also offers exhibitors a unique opportunity to engage with local and international visitors.

TASD's commitment extends beyond the footwear industry. The association's efforts have positively impacted the footwear sub-industry throughout Türkiye, enhancing their competitive strength in the international arena. TASD's overarching mission is to fulfill the technical, economic, employment, and social needs of its members, aiming to make the Turkish Footwear Industry a global leader, contributing to the country's social and economic development along the way.

www.tasd.com.tr



“ Discover Trends Create the Future ”

aymod ISTANBUL
AYAKKABI MODA FUARI | FOOTWEAR FASHION FAIR

Get ready for AYMOD, one of the leading events in the global footwear industry! Scheduled to take place at the Istanbul Fair Center from February 28th to March 2nd, 2024, AYMOD will bring together top footwear companies from around the world. This exhibition is not only set to create groundbreaking business opportunities but also to provide participants with the chance to connect with both local and international visitors.



For years, the AYMOD Exhibition has been a powerful contributor to exports in the footwear industry, playing a pivotal role in introducing innovations to a diverse audience and establishing vital industry connections. With over 20,000 visitors from more than 110 different countries, AYMOD offers an ideal platform for meeting the needs of the footwear fashion sector. AYMOD serves as a vital bridge between manufacturers and buyers, offering a unique exhibition experience to international exhibitors and visitors from Russia, Ukraine, EU countries, the UK, the Middle East, and Turkic Republics. AYMOD also hosts buying delegations from over 50 countries, including hundreds of firms, looking to connect with Turkish footwear manufacturers and exporters. **Join us at AYMOD 2024 and be part of the global footwear revolution!**

www.aymod.com



Turkish Footwear Industry Suppliers Association

AYSAD Turkish Footwear Industry Suppliers Association, which currently has 600 members from the Turkish sub-industry, has been established in the year of 1988 with the purpose to unite the footwear sub-industrialists under a single roof. AYSAD Turkish Footwear Industry Suppliers Association operates as the first and the only non-governmental organization of the sector that embraces the manufacturers of all kinds of materials used in shoe production, their representatives, import and export companies and the shoe designers with its innovative and dynamic approach.

AYSAD has focused on the most effective representation of its members for a joint and stronger voice with its fairs in the country and abroad, sector-specific training programs, product promotions, solving of the professional problems and the organizations and the initiatives in many of the similar issues.

AYSAD, with its unique structure that brings together the input from nearly 36 different business lines, carries out its activities as the most important representative of the sector in the footwear sub-industry in order to accomplish and implement programs which will ensure the adaptation of its members to the sectorial and the global developments.

Contact Information

Tel : +90 212 549 36 12 , Gsm : +90 532 683 33 52 , Faks : +90 212 549 36 22

AYMAKOOP Sanayi Sitesi AYMAKOOP Ticaret Merkezi Kat:6 D:28 İkitelli - İstanbul / TÜRKİYE



/AYSAD
Ayakkabı Yan Sanayicileri Derneği



/aysadorg

www.aysad.org



70.

İLKBAHAR/YAZ • SPRING/SUMMER '25

Aysaf

AYAKKABI YAN SANAYİ FUARI

INTERNATIONAL EXHIBITION FOR FOOTWEAR MATERIALS,
COMPONENTS, LEATHER AND TECHNOLOGIES



01-04 Mayıs / May 2024

Istanbul Expo Center



aysafexpo.com

TASEV

TÜRKİYE AYAKKABI SEKTÖRÜ ARAŞTIRMA GELİŞTİRME VE EĞİTİM VAKFI

TASEV Turkish Footwear Industry Research Development and Education Foundation and On the Shoe Industry.

Considering the United Nations Sustainable Development Goals and the Zero Waste Target under the leadership of the Turkish Presidency, we develop innovation-oriented R&D projects that focus on information and design, together with technology centers in the European Union, and aim to take our sector to even higher levels in the world with Erasmus Education programs. TASEV-Turkish Footwear Sector Research, Development and Education Foundation takes the lead position in international projects. TASEV Foundation has trained 2000 young people so far with the TASEV Shoe and Saddlery Technology Vocational and Technical Anatolian High School. The school was constructed in 2002 and donated to the Ministry of National Education, and has been instrumental in employing young generations in the sector with the qualifications needed by the shoe industry.

Our high school, where approximately half of its graduates are employed in the shoe industry, is accepting students from all over Turkey with an arrangement made at the beginning of 2022. With this change, nearly 300 students from higher rankings in the country were enrolled in the 2023-2024 semester, with a record participation in the school's history. Apart from our vocational high school, TASEV Academy organizes courses such as pattern making, design modelling and computerized design, which adults who want to work in the sector can attend. Our cooperation with the Institute Istanbul İSMEK and the Istanbul Metropolitan Municipality Employment Office has begun to bear its first fruits. We add new ones to our upper stitching training course, which opened on October 9, 2023, at the Institute Istanbul İSMEK branch in Küçükçekmece Atatürk neighborhood. With the postgraduate education protocol we signed with YÖK-Higher Education Institution in July 2023, we continue preparations with Gazi University, Istanbul Technical University and Marmara University for the start of master's and doctoral programs in order to train academicians, which is the first leg of our goal of opening a shoe engineering department. Our foundation, with TASEV Laboratory, serves not only the shoe industry but also the textile and leather industry, with over 200 chemical and physical testing services at international standards and accredited to TÜRKAK, which are an important need of the sector. TASEV Laboratory, which also started to issue CE certification for shoes in personal protective format, took its place in the European Union New Approach Notified and Designated Organizations -NANDO as a certification body in June 2023.

As TASEV Foundation, in the long term, we will cooperate with the important non-governmental organizations of the sector, TASD-Turkish Shoe Manufacturers Association, AYSAD-Shoe Subcontractors Association and TUAFF-Turkey Public Shoemakers Federation, which represents the shoe trade chambers in all 81 provinces, and will continue to work with shoes in Turkey. We are working to increase the exports of the Turkish Shoe Industry by uniting all relevant segments and leading the industry. Thus, our sector is fulfilling its share and will continue to do so in line with our goal of achieving a current account surplus for the radical solution of economic development and inflation, which are the most important problems of our country.

www.tasev.org.tr



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



**ISTANBUL
CHAMBER OF
COMMERCE** 1882

Istanbul Chamber of Commerce is the one of World's largest and deep-rooted chambers with over 700 thousand members. Istanbul Chamber of Commerce operates with the vision of increasing the share of its members in international trade, guiding them through global economic developments, and contributing to the rise of Turkey as a regional power.

Istanbul Chamber of Commerce is aware of its crucial role regarding the need to respond to the structural and current issues faced by the private sector, enhance Turkey's international trade power, and provide a safe and stable development environment for the national economy.

Istanbul Chamber of Commerce carries out its work in line with the mission of supporting the development of all aspects of economic and commercial life. As an institution dedicated to the future of Turkey, Istanbul Chamber of Commerce encourages rapid development and expansion of trade, small-scale industry, and service sectors on the basis of its mission. It strives to develop new overseas markets, and organizes trade shows. It identifies and tries to eliminate the obstacles before the development of the business world. Istanbul Chamber of Commerce executes the procedures concerning its members, quickly and without delay. It informs the public and helps maintain professional ethics and solidarity as referred to its character. It cooperates with all kinds of public and private, professional, scientific, social and cultural entity with a view to helping further the development of the nation. Istanbul Chamber of Commerce has been striving for both elevating the values owned by Istanbul and facilitating the operations of its members in their Daily business operations since its establishment in 1882.

Istanbul Chamber of Commerce always locate in the center of Turkey's economic outlook. That's why it has adopted a service concept which refers to customer oriented service having three steps. The first of them relates to the duties and responsibilities which are concerning with the execution of many legal documents from registration to exporting processes determined by the law. Secondly, it organizes educational activities for its members to gain a perspective and strategy coming from local to global. And the third one of its main duties, is to protect the commercial rights and benefits of its members. As the leader foundation of Turkish economy, Istanbul Chamber of Commerce has always made an effort and realized its all responsibilities properly and it has become a commercial ecole spreading from its location to all over the world.

www.ito.org.tr



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



Istanbul Convention & Visitors Bureau

Established in 1997 The Istanbul Convention & Visitors Bureau - ICVB is a non-profit destination marketing organisation working as a branch of Tourism Development & Education Foundation - TUGEV.

ICVB's main goal is to represent Istanbul around the world and to seek international associations and corporations planning to hold high-profile international congresses and events. ICVB has played a key role in Istanbul's rapid rise of popularity as a congress destination according to the ICCA statistics. Thus reassuring the significance of Istanbul's 8,500 year of history as well as professional services offered by the city's tourism industry and professional solutions offered by ICVB's strategies.

ICVB members include the leading corporations and associations involved in the conference and incentive tourism such as hotels, conference and exhibition centres, DMC & PCOs, airlines and other companies. The ICVB, working in close collaboration with the Turkish Ministry of Culture & Tourism, the Istanbul Chamber of Commerce and the Istanbul Metropolitan Municipality; designs and implements special events and other marketing strategies to raise Istanbul as a congress and event centre.

ICVB is also an active member of international meetings industry organizations such as the International Congress & Convention Association (ICCA), European Cities Marketing (ECM), Meeting Professionals International (MPI) and, lastly UNWTO Global Code of Ethics for Tourism.

www.icvb.org.tr



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



Aegean Leather and Leather Products Exporters Association

"Aegean Leather and Leather Products Exporters' Association (EDMIB), which is one of the Exporters' Associations that continue their activities as affiliated organizations of the Turkish Exporters' Assembly and is within the General Secretariat of the Aegean Exporters' Associations, was established in 1991 in order to carry out all export-related activities in the

in the regions and cities where our country's exports are concentrated. EDMIB continues its activities with 700 active members as of 2023. EDMIB has a 10% share in Türkiye's leather and leather products exports. Our Association, which encourages unity and cooperation among the exporters of the Aegean region and contributes to the development of the sector, makes significant contributions to the increase of Türkiye's leather products exports.

With its rich production capability and experienced workforce, it carries out important work to promote Turkish leather and leather products in the international market, to encourage the growth of the sector and to increase the awareness of Turkish leather worldwide. Our Association, which provides many services to its members such as export supports, market research, national participation organizations, sectoral trade delegations, training programs and promotional activities, continues its activities by focusing on the sector's competitive position in the international arena. EDMIB organizes the national participation organization for Expo Riva Schuh & Garda Bags Fair, which is currently one of the most important shoes, bags and accessories fairs in the world. Within the scope of our Association's digitalization activities, the samples of our fair participant companies are presented to the visitors in 3D on the Metaverse software developed specifically for the fair. EDMIB organized the world's first digital fair on a sectoral basis, Shoedex, twice during the Pandemic period and guides its member companies on the path to export by organizing sectoral trade delegations in target markets.

"EDMIB continues to work determinedly to further promote Turkish leather and leather products worldwide, to make a positive contribution to the brand value of the sector and to increase exports."

www.eib.org.tr



MICAM⁹⁷
M I L A N O

The world's leading
international
footwear trade fair

MICAM **MAG**
A STEP AHEAD



←
A new magazine
is live now
scan the QR code
& discover more

MICAM Milano 97
FW 2024–2025 collections

February 18–21, 2024
fieramilano (Rho)

→
scan the QR code
& discover more



#micam
#micamag
themicam.com



Supported by
madeinitaly.gov



BRINGING
TOGETHER
DESIGNERS



13 - 16
JAN 2024



exporivaschuh
& gardabags
the fair that moves the world

15 - 18
JUN 2024



Organized by



RIVA DEL GARDA EXHIBITION CENTER
INFO@EXPORIVASCHUH.IT



MEET THE FOOTWEAR
COMMUNITY
IN RIVA DEL GARDA
SCAN THE CODE AND GET YOUR
ENTRANCE TICKET



#exporivaschuh #gardabags



DEICHMANN

DOSENBACH

OCHSNER SHOES

OCHSNER SPORT

snipes



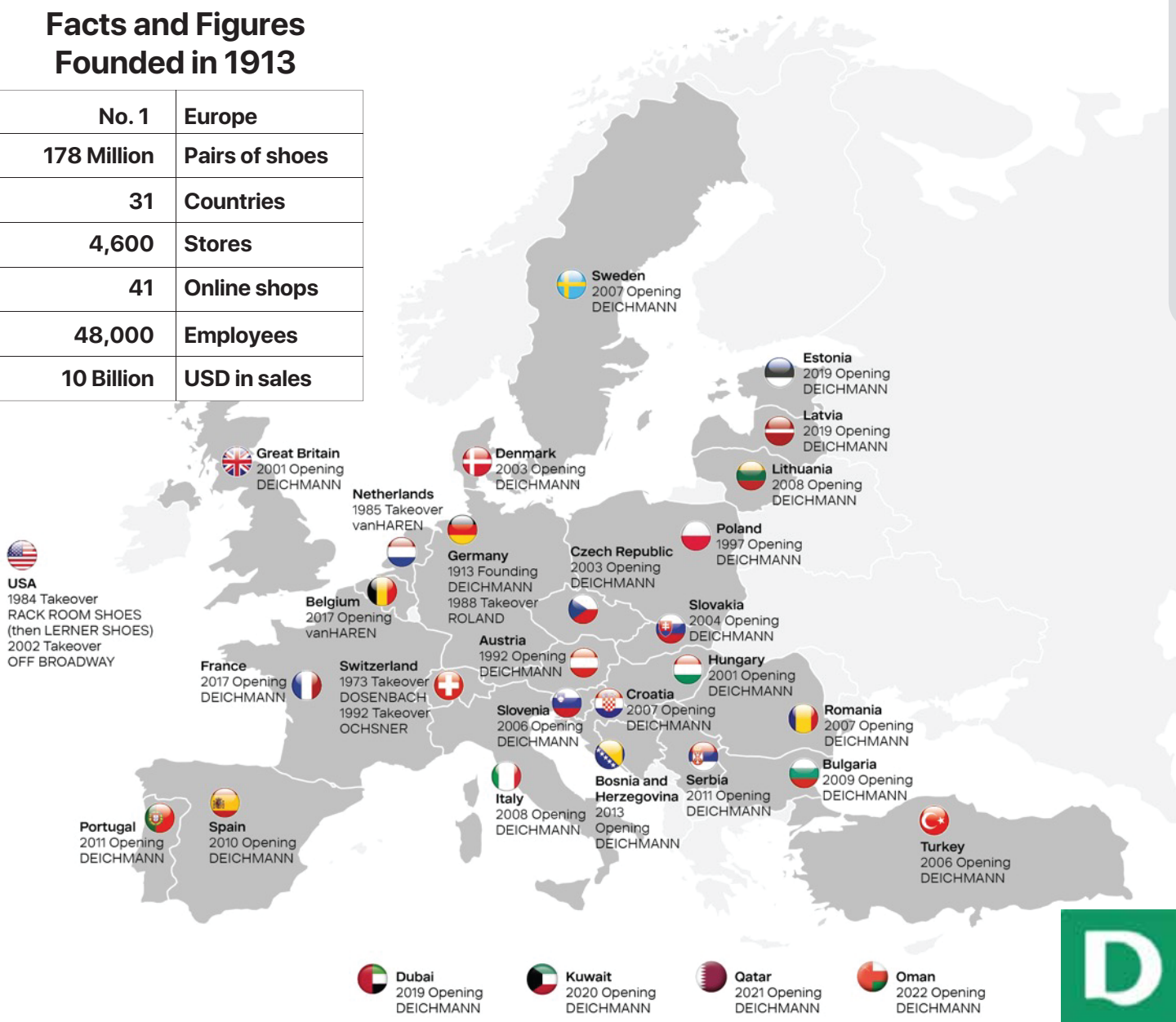
solebox

RACK ROOM SHOES

MY SHOES

**Facts and Figures
Founded in 1913**

No. 1	Europe
178 Million	Pairs of shoes
31	Countries
4,600	Stores
41	Online shops
48,000	Employees
10 Billion	USD in sales





LC Waikiki

everyone deserves to dress well

4 Continents, 63 Countries, 391 Cities

More than 1200 stores

More than 54.000 employee

Market leader in 23 Countries

 [FACEBOOK.COM/LCWAIKIKI](https://www.facebook.com/LCWAIKIKI)

 [INSTAGRAM.COM/LCWAIKIKI](https://www.instagram.com/LCWAIKIKI)



AKFORM's area of expertise is insoles that seem simple but have a very complex structure. Our production, which was limited to special sponge insoles in 1999, has reached a level that adds color to the shoe industry thanks to our product range formed by shaping many materials with different methods. AKFORM is the hidden hero that plays a role in the success of many shoe brands both in Turkey and in the world. AKFORM production facility, as a modern facility equipped with state-of-the-art machinery on an area of 18 decares in Karabük Organized Industrial Zone, on an 8,000 square meter, single floor closed area, serves you by producing for sectors such as sponge, shoes, medical, automotive and white goods.

As AKFORM, our aim is to provide you with a completely tailored service in line with your needs, with the power to carry your brand beyond both local and global trends. As a reflection of our innovative and innovative identity, our priority is to understand and analyze your ideas as quickly as possible and turn them into a product that will meet your needs. Daily 60,000 pairs of P.U injections, 40,000 pairs of special sponges, 35,000 pairs of E.V.A – P.E. and felt insole production capacity, lining fabrics are also produced by latex lamination, flame lamination and film lamination methods. Akform production facilities are integrated facilities and carry out every process needed for the insole within its own structure. All processes from the design stage to the mold making, lamination process, the shaping process required by the product, the production of the product labels, the application of the insole, and all kinds of raw materials used pass through AKFORM quality control processes.

Our biggest goal is to shape our facilities in line with the needs of our valued customers in order to support the increasing demand for quality products in the shoe industry in our country and in the world. That's why we aspire to be your kitchen for your needs. The shoe market has become needing new ideas and projects day by day. We believe that with the support of our valued customers, it will be possible to achieve successful projects with continuous cooperation and knowledge sharing. For this reason, as AKFORM, we are always at your service to present our products to your liking in our new catalog, to create a resource for your model studies and to help you discover new models.

Contact Information

Tel : +90 212 671 72 02 , Faks : +90 212 671 72 06

Akform Ayakkabı ve Tekstil San. Tic. Ltd. Şti İkitelli OSB, Bedrettin Dalan Cad. Aykosan Koop.
2.Kısım 10.Ada C Blok 34490 Başakşehir / İSTANBUL

www.akform.com.tr



LiG®



Founded in Istanbul, Turkiye, LiG has been a prominent name in the world of football footwear since its inception in 1982. Renowned for its unwavering commitment to quality and innovation, LiG has earned the trust and recognition of both professional and amateur footballers. Many professional footballers in Turkiye have grown up wearing LiG cleats in their youth academies, attesting to the brand's deep-rooted presence in the local football community.

What sets LiG apart is its rich heritage of serving the football industry, combined with a continuous pursuit of excellence. The company's integrated facility not only produces state-of-the-art sole units and molds but also utilizes cutting-edge technology to create exceptionally durable and robust football cleats. LiG's commitment to quality and performance has made it a household name among football enthusiasts, and its products are synonymous with resilience and longevity on the pitch.

LiG's legacy extends beyond Turkey's borders, with a growing international presence in 9 different countries. As the go-to choice for athletes and professionals worldwide, LiG continues to shape the future of football footwear. From the grassroots of Turkish football to the global stage, LiG remains the brand of choice for those who demand the very best in performance and durability.

Contact Information

Tel : +90 212 672 06 72 , Faks : +90 212 672 02 38

Selahaddin Eyyubi mah. 1612 sok. No:11-17 Esenyurt - İstanbul / E-pmail: info@lig.com.tr

www.lig.com.tr



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



The driving force behind the export of leather and leather products is the "Boutique" fair of the shoe sector, the Shoe Fashion and Saddlery Fair Eksposhoes, which stands out among the branded fairs of the footwear industry, focusing on production and export, both in terms of participant profile and qualified foreign buyer principles. The fair, held twice a year and attended by nearly 100 manufacturers, is visited by sector professionals and buyers from a total of 45 countries, including Albania, Azerbaijan, Austria, Bulgaria, Belarus, Georgia, Italy, Montenegro, Kazakhstan, Kyrgyzstan, Kosovo, Lithuania, Lebanon, Hungary, Moldova, Uzbekistan, Poland, Romania, Russia, Serbia, Slovakia, and Turkmenistan, among others. The 15th edition of the fair, held this year, attracted nearly 700 foreign visitors, advancing bilateral business relationships with Turkish footwear manufacturers. According to EKS Fuarcılık Management, the main reasons for the existence of Eksposhoes include ensuring the sustainability of shoe exports, serving as a bridge for Turkish manufacturers to reach more export markets, introducing alternative export markets to the sector, and, most importantly, supporting the footwear sector in making a continuous contribution to Turkey's total exports.

Contact Information

Tel : +90 212 671 10 46 , Faks : +90 212 671 10 47

İ.O.S.B Bedrettin Dalan Bulvarı Aykosan Ayakkabıcılar San. Sit. Çarşı Blok No:304 İkitelli-Başakşehir/İstanbul TÜRKİYE

www.eksposhoes.com



Ontur TRAVEL, which has been in the tourism sector since 2012, is a travel agency based in Istanbul and a member of TÜRSAB (Association of Turkish Travel Agencies), with a wide portfolio that also serves the travel needs of its customers, and continues to expand day by day with its rich company portfolio.

Some of the fairs to which we offer package tours are as follows:

(MICAM-Milano, Expo Riva Schuh-Riva Del Garda, Canton Fair – Guangzhou - Euroshoes – Moscow, Diflex -Dubai, Ruplast – Moscow)

We provide support with purchasing delegations and local services to AYMOD - Istanbul Shoe Fair and EKSPOSHUES Antalya fairs held in our country. Inclusions for our services; Flight ticket Visa Consultancy Services, Hotel and Package tour reservations, Domestic and International transfer and car rental services.

Contact Information

Tel : +90 507 276 68 87

Gülbahar Mah. Avni Dilligil Sok. No:7 Çelik İş Merkezi C Blok D:13 ŞİŞLİ/İSTANBUL

www.onturtravel.com





BARIŞ KARDEŞLER DERİ

Production of all kinds of leather, shoes, bags, saddlery, belts, labels, split suede, goat suede, dana lining, goat lining, full grain leather, vejtal leather, finishing of leathers. Buy, sell, imports and exports.

Barış Kardeşler Deri has been expanding its product range and maintaining a focus on quality and principled work since 2013. With a wide range of machinery and advanced technology, we carry out the manufacturing of our products entirely within our own facilities.

We prioritize customer satisfaction by anticipating their expectations in advance and providing timely solutions to meet their needs.

Contact Information

Tel : +90 212 549 02 82 / 212 637 78 91

Ziya Gökalp Mah.Aymakooop Sosyal Tesis Sk.Aymakooop Ayakkabıcılar San Sitesi Yeni Ticaret Merkezi No : 41
Başakşehir/İstanbul

www.bariskardeslerderi.com



BAYRAK EBT TABAN



- THE COMPANY WAS ESTABLISHED IN 1994
- %100 WITH DOMESTIC CAPITAL
- CENTER IS IN ISTANBUL, TURKEY
- MORE THAN 200 WORKERS
- MORE THAN 500 DESIGN
- DAILY PRODUCTION CAPACITY IS 20.000 PAIRS
- 16.000 PAIRS EVA SOLES AND 4.000 PAIRS FOR THE SOLES WITH TPR PATCHES AND 2.500 PAIRS FOR COLD PHYLON SOLES

Contact Information

Tel : +90 0212 886 46 70 | 0212 417 24 08

Adnan Kahveci Mahallesi, Çalışlar Caddesi No:24 – PK:34528 Beylikdüzü / İstanbul

E-mail: info@bayrakebt.com.tr

www.bayrakebt.com.tr





Bueno shoes serves as a Turkish brand with its quality and original designs all over the world. Our company, which stepped into the footwear industry in the 1950s, offers shoes, boots, sandals, slippers, bags and accessories products to the taste of the whole world with the bueno brand using 100% leather.

Bueno brand, in addition to Türkiye, Italy, France, Canada, America, Austria, Spain, Hong Kong, South Korea, China, South Africa, Germany, Slovenia, Serbia, Belgium, Netherlands, Greece, Ukraine and Russia markets, exports to a total of 45 countries.

Bueno Shoes, for the last 5 years, in the category of leather products given by the Ministry of Commerce and Turkish Exporters Assembly in the category of leather products, "Companies Making a Difference in Exports" has the PLATIN award, which is the "Most Prestigious Award" in the award category.

Our aim is that everyone can easily access our products produced using domestic, high quality and real leather.

It is everyone's right to act "FREELY AT EVERY STEP"!

www.buenoshoes.com.tr





CABANI

SHOES

To Walk on the Right Path;

Here, unlike most brands, we do not want to start with a classic story such as a classic small workshop, daily production of thousands of pairs of shoes and a brand that competes with world giants. Although there is such a beginning in our story.

As Cabani, we have integrated change into our brand DNA. We embrace tomorrow and the future in order to keep up with the ever-changing trends of the new world and even to be the brand that creates them. To those who have been producing for centuries and say we are the oldest, we say " We say "we are new". We are not trying to be old or traditional like them. We are looking for the new and different.

Today, when we can access the world's information faster than ever before, we are trying to follow all the developments in the world closely and closely in order to produce comfortable and trendy shoes today. In our work, we get support from scientists to produce comfortable and comfortable shoes. For this reason, we started to integrate GELAX / Pedigel technology into all our shoe models in 2019. In our R&D department, where we examine all the needs of urban and working people, we work on user scenarios to the finest detail. Our studies on many subjects such as how many hours we stand, ankle and foot anatomy, the advantages of quality breathable material are gaining distance day by day.

Our social media and communication team instantly integrates new trends into our brand and brings our consumers who prefer us together with the latest models. We determine the fashion line in our collections, sometimes with world-renowned designers and sometimes with social media influencers. Our brand, which adopts the concept of fast fashion and no longer produces shoes only according to the season, includes dozens of new models in its collection in various periods.

As the second generation, we embrace change and innovation, not tradition. Our aim is not only to meet the needs, but also to build a brand that will make you different with innovation and trendy approaches and that cares about you. Cabani wants to be more than just a brand that sells you shoes in the future. It wants to be with its consumers as a brand that thinks about you and your business life and offers you products accordingly, produces products that you can reflect your personality with trendy designs, is sensitive, responsible and conscious in social and social issues, and supports animal rights and their struggle for life. Because we know very well that, although we are a brand that evolved from producing only 50 pairs of shoes in Gedikpaşa in 1983 to producing shoes for 41 countries in its 10.000m2 modern building, still this story is not itself enough for you to choose us. In order for you to prefer us, you should be able to get involved in the story, feel the brand with you at all times, make suggestions to it, even design products, give campaign ideas and know that it thinks about you.

That's why let's walk together to walk on the right path.

Contact Information

Tel : +90 850 242 22 20

Cabani İş Merkezi No: 82 Kat: 1 İkitelli Organize San. Bölgesi Atatürk Bulvarı İkitelli-Başakşehir-İstanbul

E-mail: info@cabani.com.tr

www.cabani.com.tr



İSTANBUL / TÜRKİYE



PLOVDIV / BULGAR

Since the foundation of DENLAKS in year 1974, our main focus is best described as a dedication to customer satisfaction, quality, mankind, and environment, through professional service and personal integrity. Nearly 50 years of history, the family-ran business is continuously developing under its modern, 18.000 m² facilities located in Istanbul and Europe.

As DENLAKS, we continually strive for customer satisfaction in the products we deliver, specifically formulated for footwear, woodworking, construction, textile, paper and packaging, foam and mattress, natural stone and marble, transport and filter industries under our brands DENLAKS, DENLAKS UZIN, RIBOND, GALLUS, FALCONI and EUROCOLLA.

There has been a continuous effort to provide 1.200 customers in 42 different countries worldwide, the most efficient and effective service with R&D laboratories, marketing and sales employees and technical advisors during sales and aftersales activities.

Contact Information

Tel : +90 212 422 11 00

Cihangir Mah. Güvercin Cd. No:11, Avcılar, İstanbul

E-mail: info@denlaks.com

www.denlaks.com





GAMELU

Gamelu is a special word from Basque, one of the oldest languages in the world, and means camel. It is known that the camel is a durable animal that has been connecting commercial caravans since the earliest times of history. This special animal, which can adapt to the environment with its sharp senses and is known for its durability in all temperatures day and night, inspires us in all the criteria we adopt in our production process.

With our durability in the fashion and footwear industry, our perspective that keeps up with the times and our pioneering design approach, we call Gamelu lovers "Walk the line" and invite them to cross the boundaries. Since 1995, we have continued to produce continuously from our workshop in Türkiye and reaching more than 500 points of sale in the world with our products, we invite you to be a partner in our story. We make a difference with our global e-commerce network, quality and innovative designs. Leave yourself to Gamelu's signature designs, make a difference.

SUSTAINABILITY

We produce without depleting the world's natural resources!

We protect the world together for a common and happy future. As Gamelu Family, we use recyclable materials in our textile products. We deliver the inert raw materials used in the production process to recycle facilities.

By 2033, we aim to produce 40% of our products from recyclable materials and 60% from organic raw materials.

Contact Information

Metal İş Sanayi Sitesi 10. Blok No: 43-45 Başakşehir - İstanbul

E-mail: info@gamelu.com.tr

www.gamelu.com.tr





LESCON is one of the leading companies in the sector with its world-class quality and wide product range in sportswear, footwear and equipment. While LESCON serves amateur and professional athletes in all sports branches, especially football, running, basketball and indoor sports, also appeals to everyone who wants to combine style and performance with its products suitable for daily use.

Continuing to strengthen its place in the international platform as well as in Turkey with wholesale, retail and online sales channels, LESCON continues to expand its goals with the experience and responsibility it has gained as Turkey's first and only active sports brand.



Contact Information

Tel : +90 212 413 27 27

İkitelli OSB Mahallesi Hürriyet Bulvarı Deparko San. Sitesi, Deparko Sokak No :1-11 34306 Başakşehir / İstanbul

E-mail: info@lescon.com.tr

www.lescon.com.tr



Since its establishment, Pames Inc. has consistently grown to become Europe's largest footwear production facility. Founded in 1987 in Zeytinburnu, with just 125 square meters of space, the company now operates in a modern factory spanning 44,000 square meters in Esenyurt. With its own leading brands such as M.P, M.P ONE, and M.P PREMIUM, Pames Inc. has positioned itself as a prominent player in the industry, having 2,500 sales points across Turkey and an online retail site, www.mp.com.tr.

The success of the company extends beyond the Turkish market, as it also exports to numerous countries. Pames Inc. continuously enhances its production capacity by placing a strong emphasis on research and development activities. With its commitment to growth and innovation, Pames Inc. remains at the forefront of the footwear industry. Continuing to create a product difference with its correct quality understanding and price policy, Pames A.Ş. always keeps customer-oriented at the forefront.

Contact Information

Tel : +90 212 412 50 00, GSM: 0 533 304 01 21

Selahaddin Eyyubi Mah. Uğur Mumcu Cad. No.31 Pames Plaza Esenyurt / İstanbul

www.mp.com.tr



PRO LAB



Prolab is divided into two production facilities, Prolab Istanbul and Prolab Sanliurfa. Equipped with modern machinery, the production units conduct the manufacturing of sports shoes for world renowned brands, employing 650 workers.

With values including Innovation and Technology, Quality, Customer Satisfaction, Sustainability, Global Leadership, Contribution to Society, Teamwork, and Ethical Behavior, Prolab continues to grow rapidly.

Contact Information

Akçaburgaz Mah. Muhsin Yazıcıoğlu Cad Akter 5 İş Merkezi No:3, 34538 Esenyurt/İstanbul



Our principle is to ensure continuity in quality.

Founded by Fikret Şerafettinoğlu in 1993, Macro Ayakkabı ve Otel. Tur. San. ve Tic. A.Ş has always succeeded in staying one step ahead in the industry. With its expert designers and experienced team, the company offers the Scooter brand, producing world-class quality shoes at affordable prices. In response to high consumer demand, the company also offers the Watertight technology, which is waterproof and allows the feet to breathe.

Located in Istanbul, our factory covers an area of 16,000 square meters and produces an average of 1 million pairs of shoes annually. As of 2021, we have 600 sales points across Turkey and offer our designs to customers through the brand's official online store scooter.com.tr.

In addition to the footwear sector, Macro Ayakkabı ve Otel. Tur. San. ve Tic. A.Ş has investments in the tourism industry. The Clarion Hotel Istanbul Mahmutbey, our address of high comfort located in Mahmutbey, Istanbul, was opened in 2016. Offering a business concept for business stays as well as 5-star accommodation options for other guests, our hotel promises very special privileges and is ideally located at the heart of Istanbul, making it easily accessible both from the city and from abroad, with Istanbul Airport just 33 km away.

Contact Information

Tel : +90 212 858 02 12 Pbx

Akçaburgaz Mh. 1573 Sk. No:4 34522 Esenyurt - İstanbul - Turkey

E-mail: scooter@macro.com.tr

www.macro.com.tr



TWIGY

Established in 1988, Terteks' products are available to consumers through 25 TWIGY stores, approximately 1200 retail points of sale through chain stores, and internet sales channels in Turkey.

Terteks is the sole authorized distributor of De Fonseca home and beach group; Brazilian brands Rider, Grenda, İpanema, Zaxy slippers, and shoes in Turkey. Terteks prepares and launches 2 collections per year for its own brand "Twigy" slippers and shoes, as well as "Twigy Fan" slippers and children's shoes.

Exporting to neighboring countries such as Iran, Russia, and Ukraine, Terteks is the licensed slipper manufacturer for Beşiktaş and Fenerbahçe football clubs.

Under the TWIGY brand, TERTEKS received the "Most Successful Licensee Award" from Beşiktaş Club in 2003, the "Purple Cow Differentiation Award" from Ekonomist Magazine in 2004, and was also honored with the "Effie Award" for marketing campaigns recognized as different and creative.

Contact Information

Tel : +90 212 212 13 04

Fulya Mehmetçik Cad. No: 64/B 34394 Mecidiyeköy /İstanbul /Türkiye

E-mail: bilgi@twigy.com

www.twigy.com



INTRODUCING VESBA, THE ESTEEMED SHOE COMPANY DRIVEN BY A RELENTLESS PASSION FOR CRAFTSMANSHIP AND INNOVATION.

WITHIN VESBA LIES HUD'S, A BRAND THAT REPRESENTS THE EPITOME OF STYLE AND QUALITY. FOUNDED IN ISTANBUL IN 1955, VESBA IS A FAMILY COMPANY THAT CHERISHES LOVE AND RESPECT, VALUES THAT HAVE SHAPED OUR ENDURING LEGACY.

WE ARE PROUD TO COLLABORATE WITH +500 STORES OVER 25+ COUNTRIES WORLDWIDE. WITH OUR 5500M², 3-FLOOR PRODUCTION FACILITY, WE HAVE THE CAPACITY TO PRODUCE 150K SHOES ANNUALLY.

VESBA STANDS AS A SYMBOL OF CRAFTSMANSHIP AND EXCELLENCE, CRAFTING SHOES THAT REFLECT OUR UNWAVERING ATTENTION TO DETAIL. OUR COMMITMENT TO RESEARCH AND DEVELOPMENT FUELS THE CREATION OF COUNTLESS UNIQUE AND DISTINCTIVE SHOE MODELS EACH SEASON, ENABLING US TO MAKE A LASTING IMPACT IN THE GLOBAL MARKETPLACE.

DRAWING STRENGTH FROM OUR THREE GENERATIONS OF METICULOUS CRAFTSMANSHIP, PRECISE PRODUCTION ATTITUDE, AND AN UNWAVERING DEDICATION TO UNCOMPROMISING QUALITY, WE CONTINUE TO ELEVATE THE STANDARDS OF EXCELLENCE. STEP INTO THE REALM OF VESBA AND HUD'S, WHERE HANDMADE MASTERY IN ISTANBUL MEETS TIMELESS SOPHISTICATION. AS WE CONTINUE TO PUSH BOUNDARIES, WE INVITE YOU TO BE PART OF THE EXCITING JOURNEY AND CREATE UNFORGETTABLE STORIES TOGETHER.

CONTACT US

WEBSITE

www.vesba.com.tr

ADDRESS

AYMAKOOP SANAYI SITESI
B-9 KAT 2, 34306 ISTANBUL

E-MAIL

sales@vesba.com.tr



+90 545 345 46 25



YAZGANLAR DERI AND TEXTILE MAKİNALARI LTD.STİ., which has been serving with a perfect service approach in the leather and shoe sectors from past to today, has become number 1 in the shoe and leather sector in TURKEY and abroad both in terms of sales volume and customer satisfaction, with the dedication and innovation it has shown in recent years, with the VINLEX brand. With this pride, YAZGANLAR will always continue to offer the highest quality at the best price for the shoe and leather industry in the future.

Contact Information

Tel : +90 212 526 48 26 - +90 212 527 55 78

Atatürk Bulvarı Hacı Kadın Mahallesi İmç 2.Blok No : 2312 - 2313 Unkapanı - Fatih - İstanbul

www.taking.com.tr / www.vinlex.com.tr



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



HAMMERJACK



The foundations of which were laid in 1925 by Mehmet Ali Urgan in Gaziantep in a small 3.5 square meter Yemeni store, and as a brand, we offer our customers a wide range of products for all seasons with shoes that we have gained through advanced technology. While we carried our production journey, which started in the shoe workshop, forward with our factory in 1970, it was decided to move the production to Istanbul in 1980, first to Bayrampaşa, then to Merter and finally to Hadımköy. While we accelerated the branding process with a major breakthrough in 2006, today we provide service with 750 dealers, 1250 sales points and 600 employees. It is one of the leading brands in Turkey with integrated production facilities equipped with the most advanced technology, and offers outdoor, men's, women's, children's shoes and boots and accessories to the market.

As a brand operating in 9 stores located in select locations and factory malls, as well as in two modern showroom buildings of 15 thousand square meters, we export 40 percent of our production to 25 companies.

Contact Information

Tel : +90 850 888 19 25

Akçaburgaz Mah. Akçaburgaz Cad. No: 28 Esenyurt - Kiraç / İSTANBUL / TÜRKİYE /

E-mail: iletisim@hammerjack.com

www.hammerjack.com



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



LA PINTA®

SABIR AYAKKABI



Our shoe business was born as a wholesaler. As a company our aim is to have an effective, innovative and progressive working policy, in order to have modern approach in wholesale shoe business. Over the years, our operations have provided us to become a leading company of shoe supplying and design. Along with this, we established our own atelier at the end of 2019 to put our experience into practice by creating a special collection under the name of "LP ATELIER". Currently we continue our business as a wholesaler and manufacturer at the same time. In accordance with this, we regularly attend in international and domestic fairs such as EXPORIVASCHUH, MICAM, AYMOD, EKSPOSHOOES so on. As LA PINTA we provide exclusive collections for each season. Our product range includes most casual shoes, boots, sandals, slippers, pumps, platforms, heels, sneakers and so on. Additionally, it is always possible to make customization on the products such as design, private label, packaging etc.

Contact Information

Tel : +90 212 670 11 70 , Faks : +90 212 670 11 73

İkitelli OSB Mah. Heskoop E Blok Sk Heskoop E Blok No:19 Başakşehir, İSTANBUL, TURKEY

www.lapintashoes.com



REPORT OF THE 7th EDITION
OF THE WORLD
FOOTWEAR CONGRESS



YDS is a Turkish company specialized in producing world-class technical boots, shoes, and textiles, as well as ballistic eyewear, canvas, and tents in the military and security sectors. Located on a 100,000 m2 facility in Ankara, YDS houses the latest technologies in the world within its premises and leads the industry with an annual production of 6 million pairs of technical boots.

Ranked among Turkey's top 500 companies, YDS is the only company in its sector to be listed. With an innovative approach, YDS has expanded its product range in recent years to provide new solutions for military, police, and outdoor needs in technical textile products. Continuously improving its range of textile products such as uniforms, cold weather parkas and trousers, backpacks, ammunition and ballistic vests, sleeping bags, ponchos, and tents, YDS aims to meet worldwide textile needs.

In 2003, YDS acquired the Goliath brand and its team, becoming one of the most important suppliers of technical footwear/boots in the UK. Holding international certifications such as EN ISO 20345/20347, ISO 9001, OHSAS 18001, YDS exports its products to approximately 55 countries, including the UK, Denmark, Oman, Jordan, Saudi Arabia, Qatar, France, Italy, Spain, Portugal, Mongolia, Kyrgyzstan, Kazakhstan, Georgia, Azerbaijan, the United Arab Emirates, and Lebanon, besides the Turkish market.

YDS won the world's largest boot tender opened by the British Ministry of Defence and manufactures technical boots for the British army. Accredited by the International Shoe Technology and Test Center SATRA, YDS has its Teknoteks Laboratory. The quality control of products manufactured with raw materials and materials is regularly and continuously tested for compliance with technical specifications, European, and NATO standards using physical and chemical methods. In our journey to become the world's most preferred technical boot and textile brand, there's NO DIFFICULTY for us!

Contact Information

Tel : +90 850 840 0384

Havalimanı Yolu Üzeri 20.km 06750 Akyurt - Ankara - Türkiye

www.ydsshop.com





RESHAPING THE FUTURE

REPORT OF THE 7th EDITION

OF THE WORLD FOOTWEAR CONGRESS

2023

07 - 09 NOVEMBER ISTANBUL

www.wfc2023istanbul.com

