



DRAFT PROGRAMME

6th WORLD FOOTWEAR CONGRESS

“DIGITALISATION FOR A SUSTAINABLE FOOTWEAR INDUSTRY”

4th -5th April 2019, Naples, ITALY

Wednesday 3rd APRIL 2019

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| 10.00 - 10.30 | Registration to Congress & meeting point for bus transfer to factories |
| 10.30 - 13.00 | Visit to KITON Factory |
| 13.00 - 14.00 | Lunch |
| 15.00 - 16.00 | Visit to Mario Valentino Factory |
| 16.30 - 19.00 | International Footwear Forum (Worldwide Footwear Associations only) |
| 20.30 - 23.00 | Welcome Dinner- Cocktail |

Thursday 4th APRIL 2019: *WORLD FOOTWEAR CONGRESS, Castel dell'Ovo*

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| 9.30 - 10.00 | Registration |
| 10.00 - 10.45 | Welcome Greetings by Congress Organising Committee and Naples representatives |



Thursday 4th APRIL 2019: *WORLD FOOTWEAR CONGRESS, Castel dell'Ovo*

10.45- 12.00 **Keynote Speaker**

THEME 1: THE CONNECTED AND SOPHISTICATED GLOBAL CONSUMER

12.00 - 13.00 **New Marketing for New Consumers: Influencer, testimonial or KOL? How is social media marketing changing the conversation between brands and consumers?**

13.00 - 14.15 **Lunch**

14.15 - 15.15 **Round Table on how companies adopt their strategies to consumer tastes and aspirations.**



Thursday 4th APRIL 2019: *WORLD FOOTWEAR CONGRESS, Castel dell'Ovo*

THEME 2: MANUFACTURING TOWARDS A CIRCULAR ECONOMY

- 15.15 - 16.15** **Round Table on the role of public authorities on promoting a sustainable fashion industry**
- 16.15 - 17.15** **Success business cases addressing sustainability and/or recycling in manufacturing**
- 17.15 - 18.00** **Online custom-made shoes are the future? How can low-cost technology change the factory of the shoe manufacturers?**

END DAY: 18H30

21.00 - 23.30 **Gala Dinner at Teatro di San Carlo (tbc)**



Friday 5th APRIL 2019: *WORLD FOOTWEAR CONGRESS, Castel dell'Ovo*

THEME 3: THE NEXT GENERATION OF MERCHANTS/ RETAILERS

9.30 – 10.00 A new generation of retailers

An example of digital platform, aggregator of consumers and service provider for suppliers

10.00 - 11.30 Best practices in a digital globalised world

11.30 - 12.30 New Retailers for New Markets: How big marketplaces are changing the commercial strategy of shoe brands all over the world?

Round Table with representatives of Market Places around the world

12.30 – 13.15 *The Race is ON!* Keynote speaker

13.15 - 13.30 CONGRESS CLOSURE

13.30 - 15.00 Lunch