



## **DRAFT PROGRAMME**

### **6<sup>th</sup> WORLD FOOTWEAR CONGRESS**

### **“DIGITALISATION FOR A SUSTAINABLE FOOTWEAR INDUSTRY”**

***4<sup>th</sup> -5<sup>th</sup> April 2019, Naples, ITALY***

#### **Wednesday 3<sup>rd</sup> APRIL 2019**

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

#### **Thursday 4<sup>th</sup> APRIL 2019: *WORLD FOOTWEAR CONGRESS, Castel dell'Ovo***

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|----------------------|--|
| <b>9.30 - 10.00</b>  | <b>Registration</b>  |
| <b>10.00 - 10.45</b> | <b>Welcome Greetings by Congress Organising Committee and Naples representatives</b> |



Thursday 4<sup>th</sup> 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 4<sup>th</sup> 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 5<sup>th</sup> 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**