

Brussels, 6th October 2023

World Footwear Congress: one month to go!

The European Footwear Confederation (CEC) and the Footwear Industrialist Association of Türkiye (TASD) are ready to welcome you all at the 7th edition of the World Footwear Congress, that will be held on the 8th and 9th of November 2023 in Istanbul.

Never as today, it is imperative for the worldwide footwear sector to *reshape its future*. Only a few years have passed since the 2019 Congress edition in Naples, but we are now living in a completely different world. The global challenges due to the Covid-19 pandemic, uncertainty, high inflation and the geopolitical instability to name a few, have exacerbated the already existent pressure on our sector, under scrutiny of both legislators and consumers.

More than ever, unity is strength. We cannot miss this unique opportunity to meet physically in Türkiye, one of the leading powers in the global footwear value chain, and more precisely in Istanbul, the historical bridge between East and West, to exchange best practices, to debate on common solutions and to learn from each other for the sustainable development of a resilient footwear industry. In particular, this year, the Congress will focus on three main pillars: business solutions for informed consumers, sustainability and circularity, and attractiveness of the sector for the future workforce.

You are still in time to book your ticket! In Istanbul, you will have the opportunity not only to listen to the contribution of world leading entrepreneurs and experts, but also to engage in the several networking moments foreseen between the sessions and during the social activities. Last but not least, the experience will include the visit of two companies based in Türkiye, and the possibility to arrange business meetings in line with your specific needs.

While the organisers are finalising the last details to ensure you the warmest welcome, we invite you to have a look to the programme, the speakers and useful logistic information on the WFC website www.wfc2023istanbul.com/en/.

We look forward to meeting you all in Istanbul! *Görüşürüz!*