**IFEMA presents ShoesRoom by MOMAD, a new and innovative meeting point for Spanish Footwear**

**It will have a showroom format and will be held from 1 to 3 March at La Nave, a new location in Madrid with an industrial style, which will contribute to projecting a contemporary atmosphere, in tune with the image that the Spanish footwear industry wishes to promote**

**Photos of La Nave:** <https://bit.ly/2EoVg4A>

**Madrid, 17 October 2018.-**IFEMA launches a new project for the Footwear sector, called ShoesRoom by Momad, which will be launched from 1 to 3 March 2019 -From Friday to Sunday-, in La Nave, an industrial style site, close to the centre of Madrid.

This new event for the Spanish footwear sector has been developed by IFEMA in collaboration with FICE, with the aim of providing the sector with a new commercial platform in line with the current market context, that will take place on suitable dates and prove useful for this industry. In addition, ShoesRoom by MOMAD will have a showroom format, a lower investment cost for participating brands and the same modular decoration for all exhibitors so that the product is the real protagonist.

ShoesRoom by Momad presents innovation, internationalisation and the strengthening of relationships with buyers as its main focus. The new event will also base its concept on quality products, the M*ade in Spain* brand and on emerging brands, with a clear commitment to sustainability and responsible production. It will also promote the purchase of Spanish footwear in the national market, through various activities that will be organised to coincide with the fair. The aim of these activities will be to help expand the knowledge of brands and their collections among the target audience and encourage them to buy Spanish products.

Another contribution by the new concept will be to recruit a Sales Manager, who in the coming months will undertake the important task of directly promoting ShoesRoom by MOMAD to shops throughout Spain, in order to make them aware of the attractions of the new project.

**Contribution to internationalisation**

The contribution to the internationalisation of brands will also be a strategic focus for ShoesRoom by MOMAD. In order to achieve this, at each fair, it will launch an important programme for international buyers that will attract representatives to the show from important establishments and distribution chains across the five continents.

ShoesRoom by MOMAD will provide a space for reflection, analysis and knowledge regarding footwear, in its Innovation Forum, where leading experts will make interesting contributions to the sector from different perspectives.

**More options for shoe companies**

This new IFEMA event opens up new commercial options for shoe companies. Thus, in addition to being able to participate in ShoesRoom by MOMAD next March, brands that wish to associate their product with the fashion channel can also attend MOMAD from 8 to 10 February or opt for one of the two events.

**La Nave, tradition and the future for footwear**

La Nave, formerly the Boetticher factory, is the setting chosen for this new event. A space located a few minutes from the centre of Madrid, with industrial architecture, reserved for events related to innovation and the cutting edge in its various manifestations, which perfectly combines tradition and modernity. It, therefore, constitutes a perfect location to house ShoesRoom by MOMAD, a key professional showcase for the footwear industry. Every season, this is the industry that demonstrates how to merge innovation and know-how in its new collections.

La Nave, is just a few minutes from the city centre by public transport, both by Metro -Line 3-, bus -with several urban lines- and train

-due both to its proximity to Atocha station and also to having its own suburban train station (Puente Alcocer). By car, La N@ve also offers easy access, as it is located very close to an exit from the M-40 ring road and the A-4 Andalucía road.