

Organised by IFEMA, the fair will take place between Thursday 25th September and Saturday 27th September, at Feria de Madrid

THE NEXT EDITION OF MODACALZADO + IBERPIEL IS PROGRESSING FAVOURABLY

- **With still ninety days to go before the event itself, the participation figures confirmed to date are similar to those that were recorded at around the same time of the year for the last edition.**
- **MODACALZADO is the best showcase in the world for the high levels of quality and creativity offered by Spanish footwear. The fair brings together 70% of the products offered by Spain's industry, along with the very best Spanish and foreign brands under the headings of design, quality and innovation.**

The marketing campaign for the next edition of MODACALZADO + IBERPIEL, the International Footwear and Leather Goods Fair, is progressing favourably. This much is revealed by the participation figures recorded to date by this fair, which is organised by IFEMA and is considered to be a grand event for both the footwear and leather goods sectors.

With still three months to go before the staging of its next edition, which is due to take place between Thursday 25th and Saturday 27th September at Feria de Madrid, the marketing figures recorded to date are similar to those that were achieved at around the same time for the last edition. Thus, a total of 383 companies have confirmed their attendance, compared to 380 in March 2008. The final number of participants at this edition, which will be presenting the collections for Spring-Summer 2009, is expected to come to around 500.

As in previous years, MODACALZADO + IBERPIEL will occupy Halls 2, 4, 6, 8 and 10 at Feria de Madrid, revolving around the sections known as METRO, CASUAL, NIÑO, COLOURS, CHIC and GLAMOUR, which define the style and fashion philosophy of the different collections that are presented. As a new feature, IBERPIEL will be located in a new area in Hall 8, alongside the CHIC section. This new setting at the fair will grant the bag and accessory companies a more prominent role within the fair as a whole.

World Global Style Trends Seminar for Professionals

Furthermore, the fair has reached an agreement with World Global Style Network (WGSN), the prestigious international portal specialising in fashion and fashion trends, regarding the staging of a daily seminar for professionals throughout the duration of the event. In two daily sessions, professionals will be offered an insight into the trends and colours that are likely to predominate during the Spring-Summer 2009 season, as well as offering a preview of the ideas that will reign supreme in Autumn-Winter 2009/10.

MODACALZADO + IBERPIEL is one of the three most important specialised events of its kind in Europe and the leading promotional showcase in Spain. In short, MODACALZADO is the best showcase in the world for the high levels of quality and creativity offered by Spanish footwear. The fair brings together 70% of the products offered by Spain's industry, along with the very best Spanish and foreign brands under the headings of design, quality and innovation.

With regard to its number of visitors, the fair is expected to welcome around 15,000 professionals from all over Spain and nearly 3,500 foreign professionals from Europe and other continents. In this respect, MODACALZADO + IBERPIEL has organised a Buyers Programme in collaboration with the Madrid Chamber of Commerce and Industry and the Spanish Foreign Trade Institute (ICEX) aimed at attracting more than 45 buyers from Russia and the Middle East. Furthermore, the Foreign Press Programme that the fair has been organising for some years now with ICEX will bring more than 50 journalists from all around the world to the fair.

Throughout its entire duration, MODACALZADO + IBERPIEL will be open from 10.00 a.m. through to 7.00 p.m.

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