**ShoesRoom by Momad launches its September edition, which will again take place in La Nave**

**.** ShoesRoom by Momad, the International Trade Show for Innovation in Footwear and Accessories organised by IFEMA, is moving forward with the organisation of the next edition which will take place from 20 to 22 September, Friday to Sunday. Once again, the venue will be La Nave, a modern industrial site outside the Feria de Madrid complex.

In the wake of the first edition in March, which attracted more than 85 participating brands and 2,700 buyers, with a promising outcome, IFEMA continues to work on this new event concept for the footwear trade.

The September trade exhibition was launched in early May by means of several one-to-one meetings with companies in the Alicante, La Rioja, Caravaca and Menorca footwear manufacturing regions, which will continue over the coming months.

Now that marketing for this new edition is underway, some of the companies that participated in ShoesRoom by Momad in March 2019 have already confirmed they will be back in September 2019. These include names like **Gioseppo, Wonders, Pons Quintana, Exé, Sison, Alma de Candela, Gaimo**, **Callaghan, Kanna, Pretty Ballerinas, Mascaró, Chie Mihara, Unisa, Victoria, Starlove, Calzados Marian, Popa, Barquet and Igor,** among others.

One of the organiser’s main objectives is to strengthen relationships with buyers. To achieve this, they have devised a mid- to long-term strategy comprising actions aimed at getting to know and classifying retailers, and implementing new tools like Meet & Scan, available on the event app, which creates databases on mobile devices for exhibitors and visitors who have registered online in advance.

At the same time, driving brand internationalisation will be a strategy of this second edition of ShoesRoom by Momad. For this purpose, the event is organising another International Guest Buyers’ Programme in collaboration with ICEX with support from the Federation of Spanish Footwear Industries (FICE, Federación de Industrias del Calzado Español). This programme will again attract representatives from leading retailers and distributors in LATAM and Arab regions and from target countries in Asia and Oceania, such as Thailand, Singapore and Australia.