

Euro Shoes Premiere Collection Exhibition has been successfully held in Moscow

The biggest footwear fair in Russia of shoes, bags and accessories Euro Shoes Premiere Collection is going to be finished today. The fair`s dates were 25th till 28th of February. The exhibition is being held already for more than 10 years and is the leading professional business-event in the country, which gathers manufacturers, footwear distributors, buyers, retailer stores` owners and wholesale companies, internet-stores from Russia and CIS countries, as well as journalists of professional editorials - Russian and foreign ones (from Turkey and Italy).

Euro Shoes Premiere Collection is the leading fair in Russian Federation of shoes, bags and accessories which is being held in Convention and Exhibition Center «Sokolniki» from 25th till 28th of February. The biggest European and Russian footwear manufacturers have presented their collections of Fall-Winter 2019/20 season.

More than 150 companies have taken part in the exhibition, which have presented for about 400 brands in the fair. Among those companies are the ones, which are the leading in the international footwear market: Rieker, CAPRICE, Tamaris, Hoegl, Jana, s`Oliver, Marco Tozzi, Gabor, Lloyd, Clarks, Geox, ARA, SALAMANDER, MEXX, AXA, Paul Green, Rylko, Mephisto, Semler, Inblu, Pikolinos, Romika, IGI&Co, FILA, Dr.Martins, EMU Australia, CAT.

The Turkish manufacturers were broadly presented. It was the 3rd time when the Turkish footwear companies showed their collections on the united national stands. There were for about 25 companies which demonstrated to the Russian buyers more than 30 footwear brands, bags and accessories. The participation of the Turkish companies in EURO SHOES is being supported by the Turkish government.

During these 4 exhibition days the EURO SHOES has been attended by more than 5.500 visitors, and there is a clear tendency of increasing number of guests and professional buyers which is proven throughout several seasons already.

The business atmosphere has reigned during all days of the fair, important meetings were held. The business-programmes were held during the exhibition days, which included trainings, seminars and discussions on acute and important for Russian footwear market topics. One of the most important topics was the obligatory marking of footwear items, which is based on the Russian law (it will be effective on 1st July 2019).

The Ambassador of Turkey in Russia Mr Mehmet Samsar has visited Euro Shoes Premiere Collection in the 1st day of the fair. He has learnt the stands expositions of the Turkish manufacturers which were taking part in the exhibition. During the 2nd day of the fair the delegation of representatives of Spanish Embassy has visited Euro Shoes. The Head of Chamber of Commerce of Spain Mr Miguel Rodriguez Perez got acquainted with stands of

15 Spanish manufacturers which were presented on the fair.

Two national associations have become the official partners of Euro Shoes Premiere Collection in February 2019 - Federation of Spanish Footwear Manufacturers FICE and Turkish Association и AEGA, as well as Turkish Chamber of Trade - Adana. Due to the cooperation of the Russian fair with new Turkish and Spanish brands, buyers could have a chance to get to know new Spanish and Turkish brands, which were presented on the united national stands of these countries.