

HIGH-END SHOE

*Final Conference at the*MICAM

Pavilion 3 – Press Office

Tuesday / 19th September 2017 / 15:00 – 17:00

Milan, Italy



High-End-Shoe

WWW.HIGHENDSHOE.EU

AGENDA

15:00h – Welcome

Speaker: Stefano Miotto - CEO, **Politecnico Calzaturiero**

15:10h – High-end / Luxury and the European footwear sector

Speaker: Carmen Arias - Secretary General, **European Confederation of Footwear Industry**

15:20h – The need for a specific profile and training programme: The High-End Shoe project

Speaker: Rita Souto, **CTCP (Portuguese Footwear Technological Centre)**

15:40h – First pilot exercise: Testimonials from the trainees

Speaker: Angela Zuin – student of the Practical Training Weeks

15:55h – Craftsmanship and Digital Evolution

Companies love craft tradition which can be complemented with innovative technologies. Both worlds can be merged, e.g. in e-commerce (engaging and serving the new generation of luxury clients) and foot recognition apps (to transport the bespoke to online).

Speakers:

- Giacomo Fioravanti, **Calzaturificio Fratelli Borgoli** – High-end business model
- Hugo Ferreira, **Calçado Centenário** – High-end business model
- Antonio Quirici, **Consorzio Cuoio di Toscana** – The importance of high-quality materials
- Giulio Finzi - Secretary General, **NETCOMM** (Italian eCommerce Association) - The new digital consumer: mobile, social, cross-channel
- Giorgio Raccanelli - **Snapfeet** (powered by **TRYA**) - Foot recognition apps

Open Discussion

16:50h – Promoting international partnerships between designers and manufacturing SMEs in the fashion and high-end sector: The WORTH initiative

Speaker: Cristina Molina, **AITEX**

17:00h – Closure, coffee and networking

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