

WHAT

From the 16th to the 18th of February 2019, contextually to the XXVI^o edition of Obuv.it (showroom for footwear and leather goods dedicated to the Eastern European markets - www.obuv.it) will be held WESHoes.IT, showroom for footwear and leather goods for the Arab market and from the Far East.

WHERE

The exhibition will take place in Fermo at Palazzo Produttori.

HOW

Weshoes.it is an exclusive showroom where the producers invite their customers.

Collections shown: Autumn / Winter 2019-2020.

ADVANTAGES FOR ITALIAN PRODUCERS

- 1 – Being able to invite its Customers in Italy with hospitality and logistics offered by Promindustria
- 2 – Have your collections viewed by buyers from other countries as well as those invited by them so as to increase the sales possibilities
- 3 – Welcoming its Customers in a quiet and private environment organized for selected companies and customers
- 4 – To be supported by the organizers of the showroom both for foreign languages and for courtesy services for customers during the even

ADVANTAGES FOR FOREIGN CUSTOMERS

- 1 – Have the opportunity to view more quietly and privately the collections of their suppliers, something particularly appreciated by customers of the Arabian Gulf and the Far East
- 2 – Stay longer with the producers, which is often impossible during international exhibition events
- 3 – Do not have costs of travel and stay in Italy, costs borne by Promindustria

TARGET

About 50 customers from the Arabian Gulf and Far East countries are expected to attend, as well as about 60 clients from Russia and Eastern Europe for the Obuv.it showroom

ADDITIONAL INFORMATION

- 1 – Customers have the commitment to make a minimum set of orders on exhibiting companies
- 2 – Promindustria is responsible for reimbursing the costs of travel and accommodation to customers

RESPONSABILE PROGETTO

Dott.ssa Iolanda Merli 0734 605483 info@weshoes.it – www.weshoes.it