

20th **UITIC**
INTERNATIONAL TECHNICAL
FOOTWEAR CONGRESS

Porto
2018

16th-18th
MAY



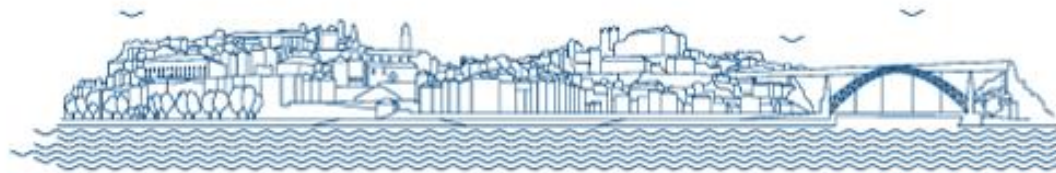
Claude-Eric PAQUIN
President



FEDERATION FRANÇAISE DE LA CHAUSSURE

20th UITIC
INTERNATIONAL TECHNICAL
FOOTWEAR CONGRESS

Porto
2018
16th-18th
MAY



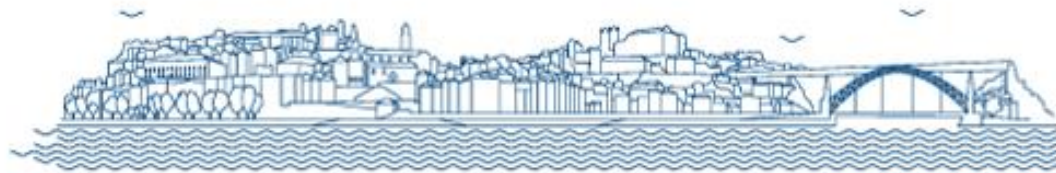
OUR INDUSTRY HAS BEEN SO FAR MORE OR LESS IMMUNE FROM BIG CHANGES :

- WE ARE USING THE SAME MATERIALS OUR ANCESTORS HAVE.
- OUR EQUIPMENTS AND PROCESSES HAVE NOT REALLY CHANGED IN THE LAST TWO CENTURIES.
- THE WAY WE DESIGN AND DEVELOP OUR PRODUCTS HAS NOT CHANGED EITHER.
- WE SELL OUR PRODUCTS STILL MAINLY TO HIGH STREET MULTI-BRANDS STORES.

BUT OUR INDUSTRY IS SUDDENLY FACED WITH MULTIPLE CHALLENGES. THEY COME FROM THE BEHAVIOURS OF CONSUMERS WHICH ARE NO LONGER WHAT THEY USED TO BE AND THE EMERGENCE OF NEW TECHNOLOGIES WHICH ARE INVADING OUR FACTORIES AND STORES.

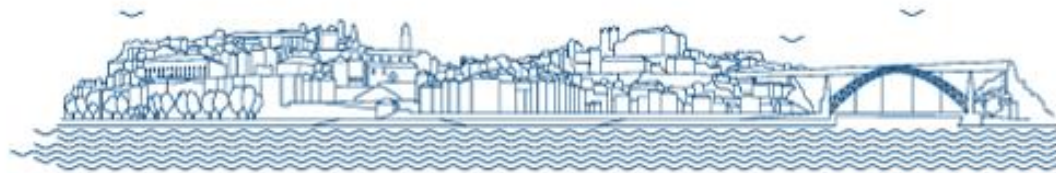
Claude-Eric PAQUIN - President





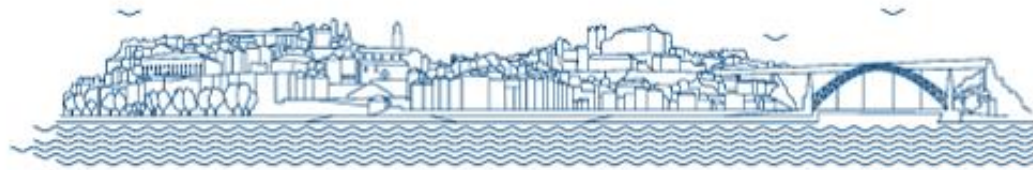
CONSUMER BEHAVIOUR

- THEY WANT NEW MATERIAL. THEY NOW TALK ABOUT VEGAN PRODUCTS.
- THEY WANT « DURABLE », SUBSTAINABLE, « ECO-FRIENDLY » PRODUCTS.
- THEY ARE CONCERNED ABOUT ENVIRONMENTAL ISSUES AND THE WAY WE ADHERE TO THESE PRINCIPLES.
- THEY WANT CUSTOMARIZED PRODUCTS. THEY WANT THEM « JUST IN TIME ».
- THEY ARE BUYING PRODUCTS OUTSIDE OF THE TRADITIONAL TWO SEASONS CYCLE.
- SPORTS PRODUCTS AND SNEAKERS ARE TAKING A LARGER SHARE OF THE MARKET.
- THEY BUY THEIR PRODUCTS MAINLY AT A DISCOUNT.
- THEY ARE NO LONGER FAITHFULL TO THEIR TRADITIONAL RETAILERS.
- FASHION BRANDS ARE INVADING THE UPPER END OF OUR MARKET AND RETAILERS LIKE ZARA OR H&M THE LOWER END.



NEW TECHNOLOGIES

- «3D » TECHNOLOGIES ARE CHANGING THE WAY WE DESIGN AND DEVELOP OUR PRODUCTS.
- «3D » AND « AUGMENTED REALITY » TECHNOLOGIES ARE CHANGING THE WAY CONSUMERS CHOOSE THEIR PRODUCTS AND WANT THEM MADE.
- MANUFACTURING TECHNOLOGIES ARE COMING TO STORES.
- INTERNET HAS TAKEN A SUBSTANTIAL SHARE OF THE MARKET.
- INTERNET PURE PLAYERS ARE SETTING THE PACE OF THE MARKET IN TERM OF TRENDS.
- SOCIAL MEDIA HAVE BECOME THE BEST WAY TO COMMUNICATE WITH CONSUMERS.
- BLOGGERS ARE SETTING THE NEW FASHION TRENDS.



OUR SPEAKERS

OUR SPEAKERS TO-DAY WILL GIVE US SOME INSIGHT OF THEIR VIEW ON THE MAIN EVOLUTION OF OUR INDUSTRY:

- SARA ANDRADE FROM VOGUE PORTUGAL.
- MARIA JOSE FERREIRA FROM CTCP Portugal.
- ANDREY GOLUB FROM ELSE CORP. ITALY.
- CAROL Mc DONALD FROM GNEISS CONCEPT USA AND ANDREY GOLUB FROM ELSE CORP. ITALY.

AS FAR AS I AM CONCERNED, MY BET IS THAT, IN TWENTY YEARS FROM NOW, YOU WILL HAVE TWO MAIN CATEGORIES OF PLAYERS IN THE MARKET :

- THE MASS PRODUCERS MAKING CHEAP PRODUCTS WITH VERY LARGE FACTORIES LOCATED WHERE-EVER THE MANPOWER COSTS THE LEAST.
- SMALL MEDIUM SIZE COMPANIES MAKING FASHION QUALITY CUSTOMIZED PRODUCTS, WHERE PORTUGAL COMPANIES IN PARTICULAR EXCEL.