

Showcasing Trendy Collections The 10th Dongguan China Shoes

Specialty Products Attract Worldwide Buyers

Dongguan China Shoes . China Shoetec, apart from displaying the latest styles and trendy collections, strives to create various highlights at each edition in order to attract international buyers to visit. With years of development, Dongguan China Shoes has accumulated staunch support from numerous loyal buyers, including Yue Yuen, Bao Cheng, Nike, Adidas, Leeway, Stella, Paramount, Li & Fung, Ecco, Belle, Daphne, Aokang, Baleno, Longhao, Lining, Wal-Mart, Metro, Rainbow, China Resources, Tsaiye, Pubgo, Dahua, Marchiori, Max Mara, H&M, Maikaolin, etc.

The organizers have made use of various channels for inviting buyers and enhancing buyers' services. To provide more flexibility and facilitate buyers' trip, Dongguan China Shoes cooperates with different parties including shuttle bus companies in Hong Kong, Shenzhen and Guangzhou, together with Shenzhen Airline. "Delegation Group Service" is provided so as to simplify the registration procedure of buyer groups and reinforce the services to long-term supporting buyers. Distinguished international enterprises including Marks & Spencer, CGA Design, etc, have confirmed to visit.

Professional Seminars to Explore Industry Hottest Issues

Being one of the most professional footwear exhibitions, organizers of Dongguan China Shoes have arranged numbers of seminars concurrently. Guests and experts from various countries and regions have been invited to speak on the hot topics in footwear industry.

For exploring overseas markets, organizers have invited Mr. Massimo Donda, President of Federal calzature (Italian Shoe Trade Federation) to deliver a speech on "As an European (of shoe sector) Live the Crisis Period of Today"; while Mr. Peter Mangione, Former President of the Footwear Distributors and Retailers of America (FDRA), will make presentation on the "US Footwear Market Outlook". Russian experts will talk about "Sino-Russian Business and Tips for Custom Clearance for Russia Market" and "Practical Ways of Trading with Russia under the New Situation". To tackle the difficulties and challenges in developing domestic markets, industry experts will discuss & share their views on "Strategies for Developing China Market - Positioning & Channels" and "Expansion of Channel - A Key for Shoe Enterprises to Rise from the Crisis". To provide insights in designs and regulations, guests will speak on "Design and Brand Management", "To Define and Deal with the Latest Regulation on Leather and Footwear Products in Europe and US", etc.

Gathering of Trendy Products and Fashionable Elements

Renowned brands and featured products of exhibitors will be displayed in "Brand Shoe Gallery", including "Narini" & "Iagomal" of Narini Shoes Industry; "Tibao . Aucheho" of Qisheng Shoes Co., Ltd.; "Next Stage" & "Coco Cutey" of Dongguan GTC International Corp. Ltd; "Angie Girls" & "Ale Shark" of Sunbo (HK) Ltd; "Sabatina" of Peninsula Shoes Co., Ltd; "Braqueez" of VGS Hong Kong Ltd; "Wild Diva" of Legend Footwear Inc; "Bess Bella" of Shenzhen Carens Shoes Industry Co., Ltd; "Betta" of Goddess International Ltd./ Betta Footwear Factory; "Voodoo" of Lead Style Ltd; "Ba Ba" of Ba Ba Children's Articles Co., Ltd; "Oubolan" of Oubolan Shoe Company; "Qinmeier" of Hong Kong Hung Tat Trading Ltd., etc. Meanwhile, awarding shoes of design competitions held by the member countries of International Footwear Conference are presented onsite, including China, Hong Kong SAR, India, Malaysia, Taiwan Province, Thailand, Vietnam, etc.

Several fashion shows will be held concurrently to showcase 2010 latest collections and designs

of men's, women's and kids shoes, and demonstrate the trendy color and materials of the coming seasons.

Dongguan China Shoes China Shoetec is jointly organized by China Chamber of Commerce for Import & Export of Light Industrial Products and Arts-Crafts (CCCLA), Messe Dusseldorf China Ltd., Adsale Exhibition Services Ltd. and Guangdong Modern Convention and Exhibition Management Co., Ltd. It is the only professional shoes exhibition in Dongguan as well as the UFI-approved event. It serves as the premier one-stop sourcing platform for middle-to-high end footwear, materials and machinery in Asia.

Adsale Exhibition Services Ltd



http://www.fibre2fashion.com/news/textile-news/newsdetails.aspx?news_id=78544