

WEDNESDAY 3rd APRIL 2019

09.00-09.30	Meeting point for bus transfer to factories at Hotel Mediterraneo
10.00-12.00	Visit to Italian Leather Research Institute
13.00-16.30	Lunch and visit to KITON - Factory
17.00-19.00	International Footwear Forum Worldwide Footwear Associations only at Accademia della Moda
17.00-19.00	Visit to Mario Valentino Factory
19.30-21.30	Welcome Cocktail at Circolo Rari Nantes

THURSDAY 4th APRIL 2019

WORLD FOOTWEAR CONGRESS, ROYAL PALACE

09.30-10.00	Congress registration at Royal Palace, Court Theatre
10.00-10.45	STITUTIONAL WELCOME <ul style="list-style-type: none"> NAPLES WFC ORGANISING COMMITTEE: Carlo Casillo Michele Lettieri Pasquale Della Pia

- Annarita Pilotti - President of MICAM & Assocalzaturifici
- Cleto Sagripanti - President of CEC
- Chiara Marciani - Commissioner of Campania Region
- Luigi De Magistris - Mayor of Naples

10.45-12.00	Dietmar Dahmen - Keynote Speaker
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THEME 1: THE CONNECTED AND SOPHISTICATED GLOBAL CONSUMER

12.00-13.00	New Marketing for New Consumers: Influencer, testimonial or KOL? How is social media marketing changing the conversation between brands and consumers?
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Success stories introduced by Giulio Finzi

- Cecilia Pagkalinawan - Founder and CEO, BRWN Group, US
- Nicola Antonelli - Web Project Manager, Luisa Via Roma, IT
- Andrea Carpineti - Founder, Design Italian Shoes, IT
- Marcello Tortora - CEO & Founder, Medias, IT

13.00-14.15	LUNCH
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14.15-15.15	Round Table on how companies adopt their strategies to consumer tastes and aspirations Moderator: Sara Maggioni - WGSN, UK
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- Maria Chiara Esposito - CEO, Ernesto Esposito, IT
- Maria Amelia Odetti - Head of Business Development, SEECO, China
- Julia Song - CEO, IAC, Korea
- Svetlana Dmitrieva - Manager & Responsible Online Retail, No One, RU
- Luis Onofre - President of APICCAPS, POR

THEME 2: MANUFACTURING TOWARDS A CIRCULAR ECONOMY

15.15-16.15	Round Table on the role of public authorities on promoting a sustainable fashion industry Moderator: Maria Concetta Mattei - Journalist Interview: Alberto Bonisoli - Italian Minister of Cultural Heritage and Activities
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- Claudio Marenzi - President of Confindustria Moda
- Vito Grassi - President of Confindustria Napoli and Campania
- Graziano Balducci - President, Italian Leather Research Institute, IT
- Francesco Guido - Regional Director Campania Calabria Puglia Basilicata Intesa Sanpaolo

16.15-17.15	Success business cases addressing sustainability and/or recycling in manufacturing Moderator: Sara Maggioni - WGSN, UK
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- Juan de la Peña - Founder, El Naturalista, SP
- Luigi Nicolais - Professor Emeritus of Materials Science and Technology, Università degli Studi di Napoli Federico II, IT
- Ana Maria Vasconcelos - CEO, Belcinto Company and Vice-President of APICCAPS for Leather Goods Sector

17.15-18.00	Online custom-made shoes are the future? How can low-cost technology change the factory of the shoe manufacturers? Moderator: Giulio Finzi - Consorzio NETCOMM
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Success stories:

- Giuseppe Grandinetti - Global Digital Head Vibram Group, IT
- Paolo Taccetti - CEO Italia, M.Gemi, USA
- Carlos Baranda - Glent Shoes, SP
- Giuliano Pierucci - President ABIE, Italian Blockchain Association

18.30	END DAY
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21.00-23.30	Gala Dinner at Railway National Museum of Pietrarsa
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FRIDAY 5th APRIL 2019

WORLD FOOTWEAR CONGRESS, ROYAL PALACE

THEME 3: THE NEXT GENERATION OF MERCHANTS/ RETAILERS

09.30-10.00	WELCOME <ul style="list-style-type: none"> Vincenzo Boccia - Confindustria President, IT
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10.00-11.00	Best practices in a digital globalised world Moderator: Giulio Finzi - Consorzio NETCOMM
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- Diego Rossetti - Director General, Fratelli Rossetti, IT
- Pablo Badía - Director General, Delpozo, SP
- Fernando Porto - Co-founder & Chief Creative Officer, Cariuma, BR

11.00-12.30	New Retailers for New Markets: How big marketplaces are changing the commercial strategy of shoe brands all over the world?
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Moderator: Giulio Finzi - Consorzio NETCOMM

- Cameron Bai - Vice General Manager, HEMEI, CN
- Antonio Paone - General Manager Kiton Shoes, IT
- Nuccio Deliberti - Founder, Deliberti, IT

12.30-13.15	The Race is ON! Dietmar Dahmen - Keynote Speaker
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13.15-13.30	CONGRESS CLOSURE
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13.30-15.00	LUNCH
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