



# ASSOCALZATURIFICI

## **Assocalzaturifici will be in Istanbul**

### **for Export Gateway to Africa December 2 – 4, 2021**

*Milan, November 15<sup>th</sup> 2021* – A showcase of Italian footwear in Turkey. Assocalzaturifici is the National Association of Italian footwear manufacturers, founded in 1945 to represent, all over the world, the excellence of an industry with a turnover of more than 14 billion euro and 77,000 employees that exports over 85% of its production. 80% of the association's members are small businesses which stand out for their investment in process innovation, quality, and design and for their focus on the export market.

Assocalzaturifici organises and promotes MICAM Milano, the world's most important international footwear event, which takes place every six months in the pavilions of Fiera Milano in Rho, Italy.

From the December 2 through 4, 2021, Assocalzaturifici will offer buyers, dealers and institutional representatives from the principal African markets its know-how as the principal business organisation in the footwear industry in Europe, showcasing a selection of the association's brands.

Assocalzaturifici will have an information corner at the "Export Gateway to Africa" trade fair in Istanbul, setting up 12 showcases in the trade fair centre dedicated to 12 of the brands representing Italy's principal footwear districts. This strictly institutional presence will highlight the value of the craftsmanship, excellence, and heritage of master Italian footwear makers.

The "Export Gateway to Africa" event is a particularly interesting and far-sighted project, a unique showcase encouraging manufacturers to take Africa's emerging markets into consideration through meetings with delegations of dealers from various countries on the African continent.

According to the latest figures produced by the Confindustria Moda Research Centre for Assocalzaturifici, more than three and a half million pairs of Italian shoes are exported to African markets every year, worth more than 62 million euro. The five most significant destinations for Italian exports on the continent are the Republic of South Africa, Ghana, Algeria, Egypt, and Nigeria, with the top three accounting for nearly 65% of total exports to Africa.

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"Gateway to Africa is an extremely interesting prospect," comments Assocalzaturifici Chairman Siro Badon. "Istanbul aims to become a hub not only for Middle Eastern markets but for the emerging economies of the African continent: an extremely heterogeneous market with major potential for growth, where it's not easy to meet with qualified dealers due to the lack of information on opportunities. So we will be watching the Gateway to Africa project with great interest, above all in order to intercept new segments of the market different from those served by the majority of Italian footwear manufacturers. This is why we will be participating in the event".

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