

## A significant success for Qom Shoes industry

**The 6th Qom Shoes trade fair was held in the Qom International Fair from 24th to 27th January.**

The fair executed by Qom Province Machine Shoes Industries Associations and Javad Shabanzade as the chairman of the board of the association, elaborated the performance of the fair as below: "301 company presented their products in 71000meter area of the fair. Participation of the Qom shoes producer was notable. Statistics shows more than %70 of participants come from the Qom province, though shoes manufacturers from other provinces were among attendees."According to his speech in the opening ceremony of the exhibition, Qom province accounts for more than %65 of shoes export of the country; and this is one of the major reasons that all shoes manufacturer as well as experts have kept their eyes peeled for this exhibition.

The opening ceremony was held by attendance of the manager of the shoes, leather and textile industry office in SAMT ministry. Gorji described Qom Shoes as one of the most influential exhibitions in Iran not only in terms of the modeling and fashion, but also in terms of the quality of materials and final products. Many attendants have considered Qom Shoes Fair as the most successful shoes fair in the country in recent years. This is a fact that at least quantitative data proves it. In a simple compare we can see that the number of EMPEX participants in the current year was below 200 company while in Qom this figure reached more than 300 company. Also, many manufacturers in an interview with Sanat Kafsh Indsusty Magazine, expressed their satisfaction from the quality of the exhibition. In fact, this satisfaction originates in the international approach of the event, which has differentiated Qom Shoes from other competitors.

Shabanzade, explain their international effort as below: "24 shoes ambassador was assigned to certain targeted countries with exclusive invitation letter for their businessmen and this was one of the significant factors in positioning the exhibition."

Nonetheless, it is believed that the sole of the Qom province shoes industry is "export" and they count the exhibition as the most efficient tool to promote this goal. Even at a simple glance the number of foreign visitors from different countries during the working hours of the exhibition was considerable. And it seems that visitors were selected precisely, therefor many participants in the exhibition were satisfied with the number and amount of contracts they signed for exporting their products. Even, in respect to execution of the exhibition, Qom was successful. For example, design of the exhibition was pretty innovative and unique which attracted attentions.

With the great accomplishment of the Qom Shoes Trade Fair, now a critical question has remained on the table: "Is it possible Qom Shoes Fair put itself in the top position in the coming years?" Initial evidence demonstrates unless others including Empex, Tabriz shoes exhibition or Mashhad exhibition, absorb more international participants, Qom will secure its position as the best international event at national level. It should be noted that, this goal is achievable only with performing a precise plan.

Finally, it should be mentioned that Qom Shoes Fair was the last event of the Shoes industry in 1401. Very soon this year will draw to close and by the commencing the new year all eyes expect new attitudes, new approaches and new exhibitions.

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