

**Shoe industry Magazine: What is your vision for Iran's footwear industry?**

Shabanzadeh: My ultimate aspiration is to position Iranian footwear products as emblems of quality in the global market. I firmly believe in the industry's capabilities, and investing in advanced technologies, design, and human capital will pave the way to its growth. Therefore, it is crucial to build an export-oriented, integrated value chain encompassing manufacturing. While we have the potential to penetrate regional and international markets, establishing this value chain remains our initial priority. Small-scale manufacturers alone cannot elevate our industry, making the exhibition an excellent platform to showcase Iran's high-quality product; hence we need to improve industrial scale production.

**Shoe industry Magazine: Your dedication to enhancing Iran's footwear industry is palpable. What are your thoughts on the industry's future?**

Shabanzadeh: I am unequivocally confident in our industry's capabilities and remain determined to showcase them on the global stage. My dedication extends beyond professional responsibilities, recognizing the social and cultural significance of the footwear industry. It harbors immense potential for generating employment opportunities, and its growth could revitalize our job market. I encourage colleagues and social activists to join forces in this endeavor.

**Shoe industry Magazine: You have built a dynamic team of young professionals over the years. What are your thoughts on the power of the younger generation?**

Shabanzadeh: Young professionals are the heart of our shoe industry. They serve as the engine of improvement, beyond their role as a labor source. We must invest in them through providing educational opportunities, supporting start-ups, and promoting creative spaces.



The future of our industry will be determined by this younger generation that rely on their knowledge and motivations can make Iran as global hub for the shoe industry.

**Shoe industry Magazine: Any final remarks?**

Shabanzadeh: I cordially invite all industry enthusiasts to attend the Iran Shoe Exhibition this year. The event transcends the boundaries of a simple gathering; it presents a unique opportunity to shape a more prosperous future for our industry. Through collaboration, we can achieve superior results and create a nurturing environment for growth, innovation, and success.





**Javad Shabanzade with in exclusive interview with Shoe Industry magazine:**

## Welcome to Iran Shoe Industry

Interview and translation by Maryam Chaharbalesh

The highly anticipated exhibition is on the horizon, and the organizers have embraced a fresh perspective. Javad Shabanzadeh, CEO of the Qom Machinery Shoe Association and event organizer, views the exhibition as a symbol of the footwear industry's solidarity and resilience. Shabanzadeh believes such gatherings can significantly bolster the industry's social capital, emphasizing the importance of stakeholders' engagement. He shares his insights on Iran's footwear industry in an exclusive interview.

**Shoe industry Magazine: Can you discuss the general role of exhibitions in product promotion?**

Shabanzadeh: Exhibitions serve as powerful marketing tools to facilitate communication and brand promotion. Footwear exhibitions play a crucial role in fostering innovation and accelerating industry communication. The Iran Shoe Exhibition has become a pivotal event in the industry's calendar. Our primary focus is on the industry's benefit rather than financial gains, emphasizing commercial communication within the Iranian footwear industry. Our team strives to organize the exhibition intelligently and uniquely based on a novel approach.

**Shoe industry Magazine: You've emphasized the necessity of a new approach in various press conferences and written texts. Could you elaborate on this matter?**

Shabanzadeh: As I've mentioned, it's crucial to discuss Iran's Exhibition beyond traditional concepts. I firmly believe the exhibition should be viewed as an "experience" that motivates participants to enhance their communication. Hence, we heavily rely on new technologies to create an interactive and innovative space. Furthermore, as we do not prioritize financial profit, we allocate all the revenue back into the exhibition.



با هم رشد کنیم

**Shoe industry Magazine: What are your expectations for the relocation to Shahr Aftab Fair Center this year?**

Shabanzadeh: Our decision to relocate was driven by the need for a venue that aligns with our objectives. Our primary aim is to spotlight Iran's footwear industry, therefore access to infrastructures, such as international airports, accommodations, and public transportation is essential. The Shahr Aftab Complex's modern facilities has made it the ideal choice, also its proximity to Tehran is an additional advantage. It can't be neglected that our ultimate goal is to establish the exhibition as an international platform rather than a local event, and we need infrastructure.