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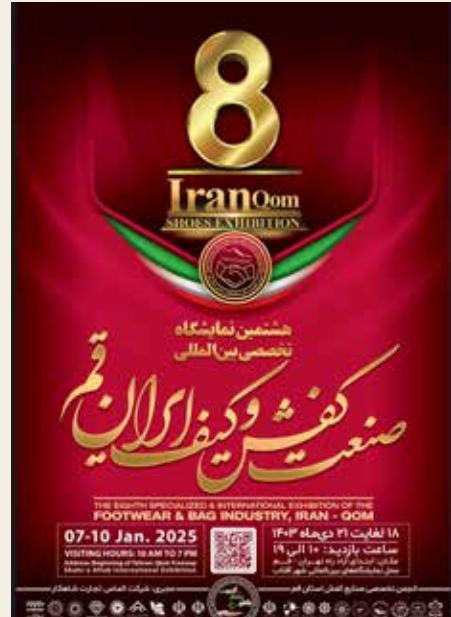
Industrialization

The Ultimate Target of Qom Shoe Fair

In a press conference last month, Javad Shabanzadeh discussed the approaches for this year's Qom Shoe Fair. He initially reported on the executive performance of his colleagues and then outlined the prospects for the upcoming exhibition. One key improvement is the new location at the Shahr Aftab site, which is expected to enhance access to accommodation and transportation services. Moreover, organizers hope that approximately 3,000 businessmen will attend the fair, a significant increase from the 1,500 attendees of the previous event. Shabanzadeh's comments, rather than a review of an event, highlighted the long-term goal of industrializing the shoe industry. Numerous studies have suggested that the future success of the shoe industry relies heavily on transforming the scale and methods of shoe manufacturing, but they are always looser as in spite of all struggles, small-scale workshops are not able to withstand nor compete in terms of both quality nor price.

Now, this is a critical question that how exhibitions can help the shoe industry transition from small-scale manufacturing to an industrial scope. Currently, only %10 of shoe manufacturers operate on an industrial scale, and most fail to meet even the basic standards of manufacturing. To address this, all shoe manufacturers in the country should be required to obtain a license from their regional union, at least.

In recent years, Qom Shoe Fair organizers have made the submission of such a license mandatory for prospective participants. This move aims to prevent unknown manufacturers from taking advantage of the trust placed in them and to ensure professional commitment from all exhibitors. While this measure may not guarantee everything, it demonstrates the exhibition's dedication to enforcing standards within the industry.



This approach offers several additional advantages. It provides a comprehensive overview of shoe manufacturers across the country, paving the way for the creation of an information bank that can serve as a foundation for educational initiatives and promotion of producers. A stronger, more organized industry can also facilitate lobbying efforts and advocate for government support.

It is important to acknowledge that manufacturers often view regulatory organizations as a source of pressure, particularly concerning taxation. While taxes are inevitable, operating within a regulated framework grants manufacturers access to benefits that can ultimately contribute to their success. By embracing licensing requirements, shoe manufacturers can pave the way for a stronger, more competitive, and more sustainable industry.

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