



The Brenta Riviera Footwear Producer Association

Consorzio Maestri Calzaturieri del Brenta (Consortium of Professional Footwear Manufacturers of Brenta) was founded in 1976 as the operative branch of the Association of Footwear Manufacturers of the Riviera del Brenta area (A.C.R.I.B) which had been active since 1961. Its purpose is to assist the footwear manufacturers of that area with specific goals including the following:

- organizing trade shows and trade missions
- providing public relations and promotional support
- creating collective showrooms overseas for group members
- safeguarding the group's products and reputation
- managing the group's trademark and having it registered abroad
- providing various export services and information such as pertinent rules and regulations, market research, Cites, Carnet Ata, etc.

The Consortium acts as a center and clearinghouse for commercial information which is useful to the footwear industry and its surrounding network of companies located in Riviera del Brenta, which is located between Venice and Padua. It has a membership of approximately 1000 companies producing footwear and related components. This industry employs 14,000 people, and has an annual turnover exceeding 1600 million Euros. About 88% of the consortium members' finished products (shoes and boots) are exported.

From 1998 to 2000, thanks to a three-year framework agreement worked out by the Italian Ministry for Foreign Trade and the Regione Veneto (Veneto Regional Government) with the support of the Italian Trade Commission, the Consortium was able to establish the "Venetian Fashion Group", a New York showroom for a group of its members. The showroom's purpose, is to promote business as well as provide follow-up for the participants and increase the international presence of small and medium footwear manufacturers. Since 2001, the showroom has gone forward under the direct management of the Consortium. The showroom's lines include shoe manufacturers from Riviera del Brenta as well as other parts of Italy. The Consortium also is planning on opening up a new showroom in Peking.

The Consortium's public image is promoted through its unique trademark, which is registered worldwide. It is derived from the ancient seal of the "Calegheri Veneziani" which dates back to 1268, and distinguishes the fine, prestigious footwear produced in the Riviera del Brenta which is appreciated worldwide. Information promoting the group's image is spread by communicating directly with the sales network worldwide, using different communications media.



The general public and consumer market are approached through various cultural and historical initiatives such as:

1. The "Masters of Fashion in Venice" exhibition which traced the evolution of Italian apparel and footwear from the 12th through 18th centuries. This exhibit was seen in Venice (1988), Berlin (1994), New York (1995-96) and London (1997). In the near future, the exhibit will travel to Paris and Tokyo.
2. The "Riflessi Veneziani" (Reflections on Venice) theatrical presentation which was performed for the first time in Berlin in 1994, and subsequently in New York (1995-96), London (1997), and Warsaw (2000).
3. Its traveling exhibition called "Piccoli Passi" (Small Steps), a show consisting of miniature shoes, all of which were handmade by nPietro Martello. The show has been seen in Berlin (1994), New York (1995-96), London (1997), Hong Kong (1998), and Osaka (2002).

The Consortium strongly supports the small and medium footwear manufacturers in the Riviera del Brenta area, given its export orientation and the steady demand for these high quality products by foreign markets. It's worth noting that although the total volume of footwear exports from this area is relatively small in terms of worldwide market share, the average price of shoes produced here is three times that of the national average.

A further confirmation of the high quality and fashion which distinguish shoes made in the Riviera del Brenta is sustained by the majority of both Italian and non-Italian designer which have chosen the small and medium footwear manufacturers based in the Brenta area to design and produce their footwear collections.

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