

## FUTURMODA – PRESS RELEASE

## FUTURMODA CANCELS THE OCTOBER EDITION AND BEGINS TO ORGANIZE THE MARCH EDITION 2021.

AEC confirms the cancellation of the Autumn Winter 2021/2022 edition that was scheduled to take place at IFA on October 21 and 22.

Elche, Thursday, July 16,2020.

From AEC, as organizer of FUTURMODA, the International fair for leather goods and footwear components and machinery want to make public the suspension of the planned event due the uncertainly and impact that the coronavirus pandemic is generating worldwide. Thus, the 44 th edition of the fair, which was to be held on October 21 and 22 at the Alicante Fair Institution is canceled.

This difficult decision has been made "after many weeks evaluation the progress of the pandemic" and after having "consulted" most of the businessmen and exhibitors, who have confirmed to us that agree with this decision, not only because of the risk that it means holding a professional event that is regularly attended by entrepreneurs of different nationalities, but because of the difficult situation the footwear Industry is going through. From AEC we consider that, the current situation implies restrictions to travel internationally and technical difficulties to be able to hold this edition of the fair with full guarantee of success. The "safety of exhibitors and visitors is our main concern", therefore we have chosen to cancel the event, which during 2019 edition, over 7,000 visitors alongside 435 international exhibitors participated in the fair.

"We deeply regret this decision, being aware of what it means for our sector, both the economic and commercial level, especially in these difficult times that our industry is going through".





Finally, from the association we confirm that the next edition of FUTURMODA will take place in Alicante on **10-11 March 2021** at which time we hope to have the máximum participation of both national and international exhibitors and for which we will begin to work starting in September, calling the next edition of the fair in which the trends for the Spring Summer Season 2022 will be presented.

In this way, AEC plans to hold the presentation of Spring Summer 2022 Trends on October 21 in non-presential basis and later the Trends seminars with the same format. The Spanish Association of Footwear and Components will start the launch of the 45th edition of FUTURMODA from September 2019.