

WSA Develops Holistic Show Focused on Footwear Supply Chain

By David Kahan, President ENK Footwear Group



Talk to anyone in the footwear industry about what's keeping them up at night, and surely the conversation turns to sourcing issues. While we all know the consumer responds to the newest, freshest designs that capture their imagination, or to new advances in comfort or performance technology - the "guts" of the footwear industry lies within the supply chain.

So it was, with the knowledge that this segment of the industry was quickly becoming a "hot topic", that we at ENK made the decision to reposition the WSA show so as to focus on best meeting the needs of both vendors and retailers.

While the show always had a sourcing segment, for February 2012 we decided to really focus and rally our resources in order to address this pressing issue. With less than 90 days to execute, we began our efforts to communicate exactly what the show would cover. While the show is not for everyone, for those who do in fact have responsibilities that are within any element of the supply chain, those who attended found the experience to be tremendously successful, and the positive response now leads us to deliver our next show August 7-9 2012 at the Sands Convention Center in Las Vegas, even bigger and better than before.

In our first show with this focus, we had one hall with almost 150,000 sq ft of exhibition space; and now for August, we will have two separate halls - one dedicated exclusively to Affordable Fashion suppliers and one dedicated exclusively to all elements of the supply chain. Our exhibitors will include factory direct manufacturers from every key sourcing hub, materials suppliers, as well as design resources. In addition, our seminar series - which we began in February and received such tremendous response - will be expanded and will now include presentations from industry leaders like Lineapelle, Pantone, Material ConneXion, as well as FDRA President, Matt Priest. Seminars will be focused exclusively on the interests of our attendees - global sourcing trends, materials trends, intellectual property, manufacturing trends, and more.

Attendance at the show can benefit retailers who source/develop private label programs, as well as design/development/sourcing/supply chain teams from the leading footwear vendors who can shop the entire market in one convenient place.

In addition, we are expanding a service that was met with great feedback - our "Matchmaking" capability. Key attendees can sign up in advance for matchmaking services whereby based on their specific needs/wants, we can arrange appointments with exhibitors who meet their specifications. In addition, we will provide interpreters.

The whole idea is to make ENKWSA a place where people come to do business. Plain and simple. With time and money being a concern, we also have fantastic hotel/travel packages, and the show is laid out so that attendees can maximize their time on the show floor.

We are very pleased by the response to our efforts as we have re-focused the show, and we are excited to meet the needs of the footwear industry. If your business is dependent on the affordable/fast fashion segment, both as a vendor or retailer, or if you have responsibility for any element within the supply chain, ENKWSA is THE show that can best serve your needs. Please join us August 7-9 2012 in Las Vegas.