

Couromoda

For the best shoes in Brazil

and direct contact with the manufacturers and designers

Couromoda goes far beyond its role as a major trade fair of footwear and leather goods; **it is a real happening** in the Brazilian and Latin American footwear market, with international repercussions.

The event's figures are impressive:

1,200 exhibitors, 3,000 footwear and fashion accessories brands, **65,000 professional visitors** (buyers from 64 countries, entrepreneurs and opinion makers), 80,000 square meters of exhibition space, with sales generated during the event equivalent to 25% of Brazil's entire annual footwear production.

For Brazilian retailers Couromoda is an absolute must. The show introduces new fashion collections at a crucial time for the retail market: 20 days after the Christmas sales. Buyers come from all over the country because they know that at Couromoda they will find collections for all types of consumers and all climates: ranging from popular to ultra-sophisticated fashion and from summer to winter. These retailers write purchase orders with the exhibitors estimated to be worth a whopping **US\$ 2.6 billion at every edition**.

For international buyers, Couromoda represents **a source of new inspiration!** Every year, the show hosts about 3,000 foreign visitors. All of them exclaim how impressed they are by the vitality of the fair, the frenetic movement in the aisles and on the stands, by the considerable marketing investments made by the exhibitors and - naturally - **by the sheer diversity and quality of Brazilian products**.

Couromoda exhibitors represent a colossal **90% of all Brazil's production of footwear**, bags, accessories and sporting goods. In just four days, visitors are able to get a 360 degree view of the entire industry, taking in collections from factories from more than 20 Brazilian states and especially the major manufacturing clusters in the Sinos Valley, Franca, Jaú, Birigui and Minas Gerais.

Moreover, at Couromoda international buyers meet brand and factory owners, their export managers and their designers, thus, benefitting from **direct interaction with key business and fashion decision-makers** - for high, strategic level discussions.

To keep abreast of the best in Brazilian fashion footwear and accessories, all conveniently located under one roof, pay a visit COUROMODA - it's an event you really can't afford to miss.



Over 4 days at Couromoda see the latest collections of 1,200 Brazilian footwear and leather goods companies

Couromoda 2010
January, 18 - 21
Anhembi Exhibition Center
São Paulo - Brazil



São Paulo
The world's 8th most important fashion city

A recent study carried out by the Global Language Monitor (USA) included São Paulo amongst the 10 top fashion cities in the world.

The research tracked the frequency of words and phrases in the media, on the Internet and in the "blogosphere" and found that the fashion world is still dominated by five cities: New York, Rome, Paris, Milan and London. But new cities have entered the "Top Ten", in the light of global economic development and the effect this has had on the fashion industry – and SÃO PAULO NOW RANKS AS THE 8TH MOST IMPORTANT FASHION CITY IN THE WORLD!

And those visiting this big, exciting city next January will have the opportunity to become acquainted with the most important expression of fashion in footwear and leather goods both in Brazil and in the whole of Latin America.

