



UITIC

INTERNATIONAL UNION OF SHOE
INDUSTRY TECHNICIANS

THE TWO MOST IMPORTANT TECHNICAL CONFERENCES OF THE WORLD ON FOOTWEAR, IN LEÓN

At the last Fair of the Association of Suppliers of Footwear, ANPIC, the CIATEC announced the joint celebration of the **XVII International Congress of Technical Footwear UITIC** and the **XXXII International Congress on Technology in the Footwear Industry, CALZATECNIA**.

The UITIC is the "*International Technical Union of the Footwear Industry*", which brings together national associations of footwear technicians as well as Centers and Technology Development Institutes aimed at this sector, from 24 countries. Its main activities are the organization, every three years, of the international conference that bears its name and the fostering of technical information exchange among its members. The topics of each conference are related to automated manufacturing, management aided by information technologies, new materials, quality training, design and regulation. It is the most prestigious gathering of footwear experts worldwide, involving more than 400 technicians.

As part of the commitment that every country representative member has in the promotion at their localities of UITIC activities, CIATEC has proposed that the next congress of the organization takes place in Mexico. This initiative has been endorsed by the Governor of Guanajuato, Juan Manuel Oliva and the UITIC has formally accepted it.

On the other hand, CIATEC has been organizing yearly, for over 31 years now, its "*International Congress on Technology in the Footwear Industry, CALZATECNIA*". With both Congress subscribing the same fundamental aims, and with UITIC compliance, CIATEC will jointly host in Leon, Guanajuato, the UITIC & CALZATECNIA Congresses, on the 7, 8 and 9th October 2010 under the main theme:

THE POWER OF IDEAS IN THE FOOTWEAR MARKET.

The global crisis that began in 2009 forced a significant change in companies. The survival, anxiety created by the market shifting is forcing the adoption of better ways to detect and interpret needs, to attract and retain customers, to develop different and better products with high added value and to have more productive value chains. In other words, they need to innovate as a matter of survival. Innovation requires good ideas, creative and original approaches and knowledge that are the product of experience, research and experimentation. Thus, the main presentations at this meeting will show and analyze success stories of the *Power of Ideas in the Footwear Market*.

MAIN ISSUES:

- Innovation process management in enterprises.
- Case studies of innovative products.
- Innovative manufacturing processes and equipment for footwear.
- Innovative ways of doing business in footwear.

The bases for participation can be consulted at the following address: www.calzatecnia.com.mx. Companies do not innovate alone, the ideas are developed and enhanced when people interact, can not remain outside the meeting to learn from success stories in the footwear market.