

INTERNATIONAL EXHIBITION OF FOOTWEAR, LEATHER AND ACCESSORIES INDUSTRIES



INTERSHOES

PORTUGAL

PARTNERS



www.intertextshoes.com



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INTERSHOES PORTUGAL 2023

Where the Footwear and Leather World Meets

InterShoes Portugal became a significant event for the footwear, sub – industry, leather, and accessories industries. Hosted in 2023 Santa Maria de Feira Europarque, Porto, the event brought together diverse participation of footwear industry professionals, businesses, and organizations from all over the world. 183 exhibitors from 15 countries showcased their latest trends belonging to footwear industry. Attendees from more than 20 countries caught the opportunity to meet and network with leading industry actors and to discover latest advancements in footwear and leather industry.



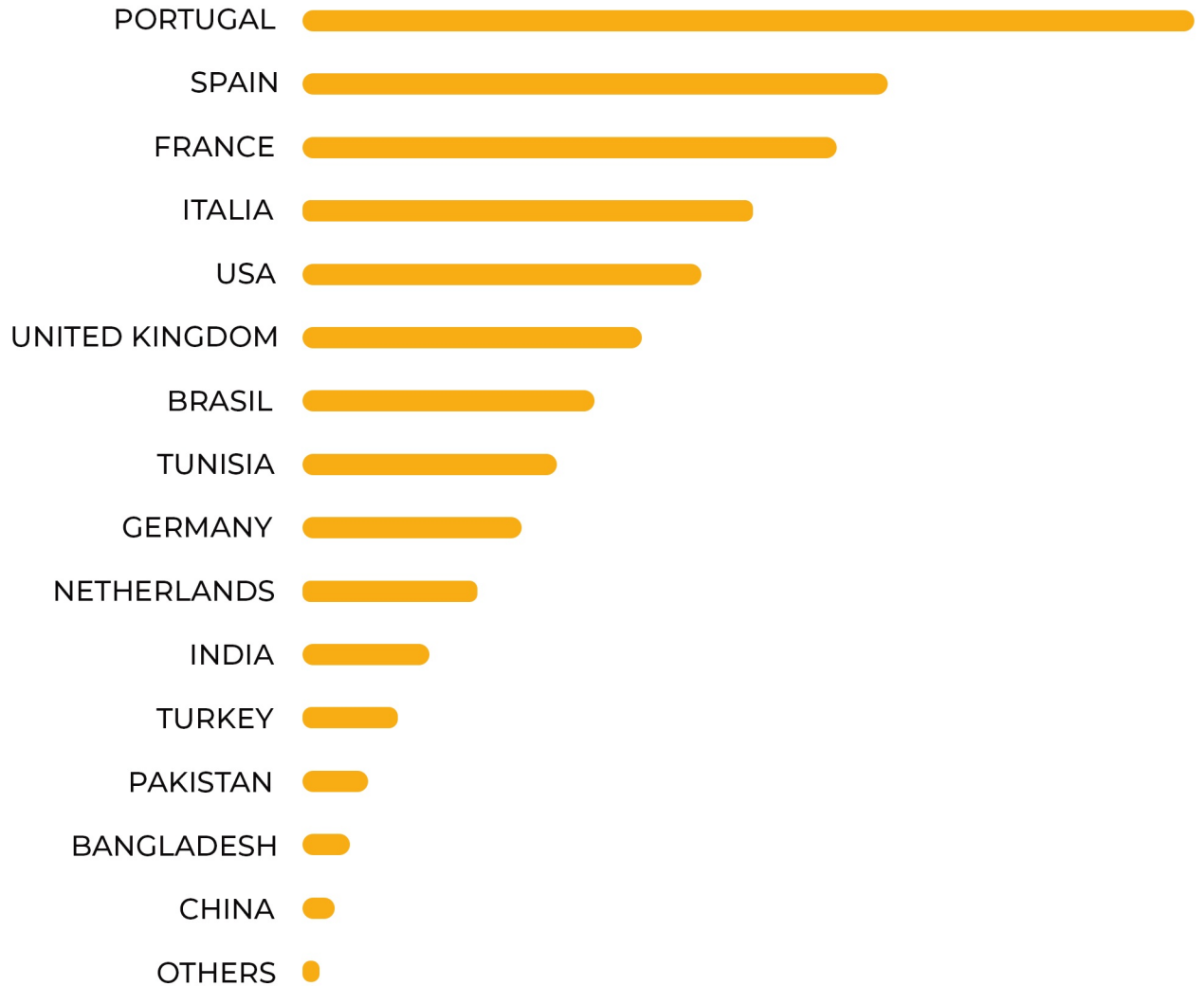
INTERSHOES PORTUGAL 2023 OVERVIEW



REPRESENTED COUNTRIES



VISITOR OVERVIEW



% 80 of exhibitors rated Intershoes Portugal as one of the most important footwear, sub – industry, leather and accessories industry platform in Europe.

%85 of exhibitors agreed that the quality of visitors vary from good to excellent.

%80 of exhibitors are going to exhibit at next edition.

%70 of exhibitors have new business contacts.

%80 of exhibitors have raised their brand awareness in international platform and acknowledged the Portugal market advantages.

%90

rated Intershoes Portugal as one of the most essential platforms in Europe to visit.

%95

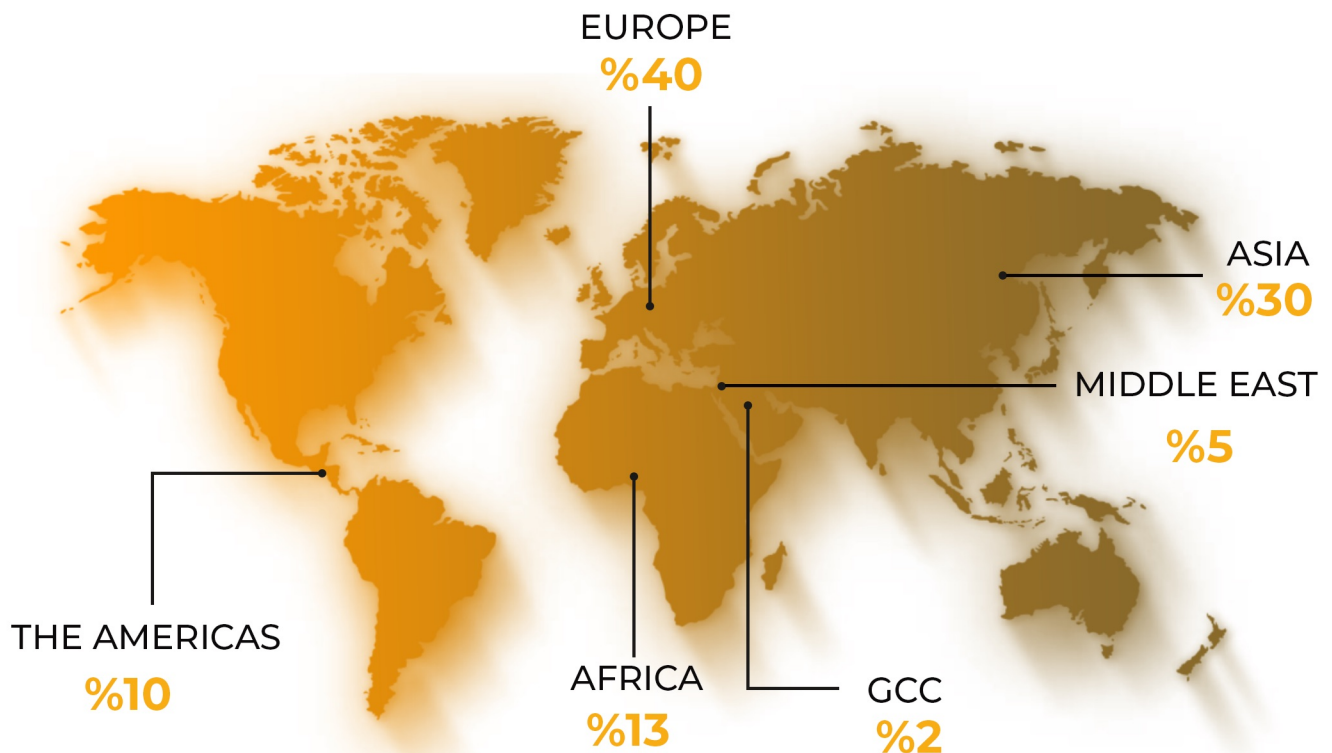
described their experience great for their business.

%93

will visit Intershoes Portugal again.

%85

have met with new suppliers and business partners.



- Participation to related footwear fashion, sub - industry exhibitions and events, presenting Intershoes Portugal to the participants with brochures and invitations
- Sending e- newsletters to local and international industry database.
- Cooperation with footwear industry associations, chambers of commerce and agencies to promote Intershoes Portugal.
- Telemarketing to registered visitors and potential buyers to organize buyer delegations from more than 5 countries.
- Distribution of brochures, invitations, and flyers in industry zones of Portugal and surrounding countries.
- Advertising in local and international industry magazines and newspapers.
- Outdoor advertisements such as billboards and displays at Porto airport, in thoroughfares and shopping malls.
- Social media campaigns every week in official social media accounts such as Instagram, Facebook and LinkedIn.
- Press conference with Portuguese press members, presenting Intershoes Portugal 2023.
- Interviews and promotions at international TV channels and radio stations.

We Would Like to Thank All of Our Partners for Their Continued Support



SAVE THE DATE FOR
2024

21 – 23 MAY 2024



INTERSHOES
PORTUGAL

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