

## FDRA Launches New Footwear Trade Show Alliance to Adapt to New Merchandizing Model Shifts and to Strengthen the Industry

The Footwear Distributors & Retailers of America (FDRA) announced today the launch of a new initiative – the Footwear Trade Show Council (FTSC) – designed to align all the industry trade shows in a collaborative alliance to increase information sharing, explore best practices, and align critical dates for the industry. Joining FDRA and the Fashion Footwear Association of New York (FFANY) in the newly minted FTSC are Informa, the Atlanta Shoe Market, Dallas Market Center, MICAM, FSNYE, Chicago Shoe Market, BSTA, Great Event Show, The IR Show along with the USRA, NSRA and NST.



The FTSC's first meeting was last week and successfully facilitated key conversations. Going forward, it will regularly meet both virtually and in-person to explore innovative and constructive ways each show can effectively serve the footwear industry through dynamic and timely marketplaces.

*FDRA President & CEO Matt Priest commented,*

“Our industry’s development cycles are changing rapidly, which means commercial show schedules may need to shift to adapt to new needs. That is just one big issue we think this new group can help address together. In our new and fragmented post-COVID environment, footwear trade shows of all different types and sizes are looking for opportunities to ensure that shoe buyers and sellers are connecting in impactful ways in markets around the country and the globe. This new group will enhance those efforts.”

*Sandi Mines, FDRA Vice President and FTSC Chair added,*

“Never before has our industry had both the great need and opportunity to convene all footwear trade shows under one umbrella, strengthening our ties and enhancing our commercial foundation in such a dramatic way. I am excited to bring together each of these critically important executives to our industry so that we are maximizing the positive impact we can have on footwear buyers and sellers – aligning to industry needs from the start. Our industry deserves no less.”

### FOR A DEEPER DIVE

Catch Sandi and Matt as they discuss the latest footwear trade show takeaways and critical needs served by the FTSC on [Kicks Over Coffee](#).

**About FDRA + FFANY:** FDRA is the footwear industry’s business and trade association. FDRA’s mission is to serve and strengthen the footwear industry. Due to the fact it is governed and led by industry executives, FDRA is uniquely positioned to form this new group to ensure everyone is well served and thriving. Stay tuned for additional updates and key initiatives announcements in the coming months.