

The e-commerce day included speeches by experts from popular marketplaces and individual consultations of top managers of Wildberries, Ozon, Detsky Mir and Lamoda for producers and distributors. How to organize sales in Internet, how to cooperate with sellers, what is necessary to know about the commission and the terms of the contract - these issues were especially interesting to listeners.

The event, which was supported by the Association of Internet Trading Companies (AKIT), aroused keen interest among MosShoes participants not only from Russia, but also from Turkey and Italy.



**Business program** at MosShoes 85 was diverse. From the very beginning the aim of the organizers was to consider interests both of footwear and accessories distributors and the producers. Therefore, in the framework of Shoes Retail Congress, **many completely different events took place.** The announced program aroused great interest. Participants and guests of the exhibition positively noted key topics related to e-commerce being the most relevant nowadays.

**At the Plenary session with the participation of the Ministry of Industry and Trade of Russia management** "Russian leather and shoe market: the way to sustainable development in actual conditions," the following issues were discussed: analysis of the footwear market, measures of government support, overcoming the crisis of demand reduction, footwear labeling and others.





**The Round table** "Leather and footwear industry of the EAEU. Achievements. Perspectives." gathered a large number of specialists. There were two main issues on the agenda: collaboration and cooperation of leather and footwear companies of the Eurasian Economic Union, as well as perspectives for the introduction of mandatory marking for footwear products on the territory of the EAEU countries.

At the end of the round table, a **Memorandum of Cooperation** between the Association of Light Industry Enterprises of the Republic of Belarus and the Russian Tanning and Shoe Union in a solemn atmosphere.

At MosShoes 85, **seminars and workshops** on advertising in Internet and promoting on social networks were held, they also talked about predicting trends and customer desires, about the specifics of trade on marketplaces and about the features of selling children's footwear.