



SHOE 5.0

2022-1-PT01-KA220-VET-000088122

Shoe 5.0 - SIMAC Tanning Tech Report

Partnership for Footwear
Industry 5.0 Readiness

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Introduction

Within the framework of **Work Package n°5 – Involvement of the VET Authorities and sectorial stakeholders to scale-up Shoe 5.0 across regions and sectors**, the Shoe 5.0 project participated in the **SIMAC Tanning Tech** fair, held in Milan from **23 to 25 September 2025**, as the dissemination action foreseen under **Activity 5.4 – Final Dissemination Event**.

At the project application, the final dissemination activity was planned to take place at the **MICAM Fair**, traditionally held in parallel with **SIMAC Tanning Tech** in Milan. MICAM, recognised as the world’s leading international footwear fair, was identified as an appropriate venue to present the project’s main results to a broad and specialised audience, strengthen the international visibility of Shoe 5.0, and support the transfer and continued use of the project results beyond the project’s lifetime. MICAM was identified as a privileged venue to achieve these objectives, given its international profile, high number of visitors, temporal alignment with the final phase of the project, and the diversity of relevant participants, including footwear companies, sectoral associations, technological centres, training providers, and other key stakeholders.

However, for the 2025 edition, a significant change occurred in the sector’s event calendar, with the **MICAM Fair** and **SIMAC Tanning Tech** being scheduled in different weeks, no longer running in parallel as in previous editions. This change led the consortium to reassess the dissemination strategy, taking into account the nature of the project results and the profile of the most appropriate target audience for their final presentation.

Following this assessment, the consortium concluded that **SIMAC Tanning Tech**, held from **23 to 25 September 2025**, provided a more suitable framework for the technological and training focus of the Shoe 5.0 project.

SIMAC is recognised as the leading international fair dedicated to machinery, technology, and innovation for the footwear, leather goods, and tanning industries, attracting manufacturers, engineers, technicians, and decision-makers with a direct interest in automation, digital transformation, and solutions aligned with the Industry 5.0 paradigm.

The decision to participate in SIMAC Tanning Tech proved consistent with the project’s objectives and scope, enabling an effective presentation of its results to a specialised and technically qualified audience and ensuring the full achievement of the objectives defined for Activity 5.4.

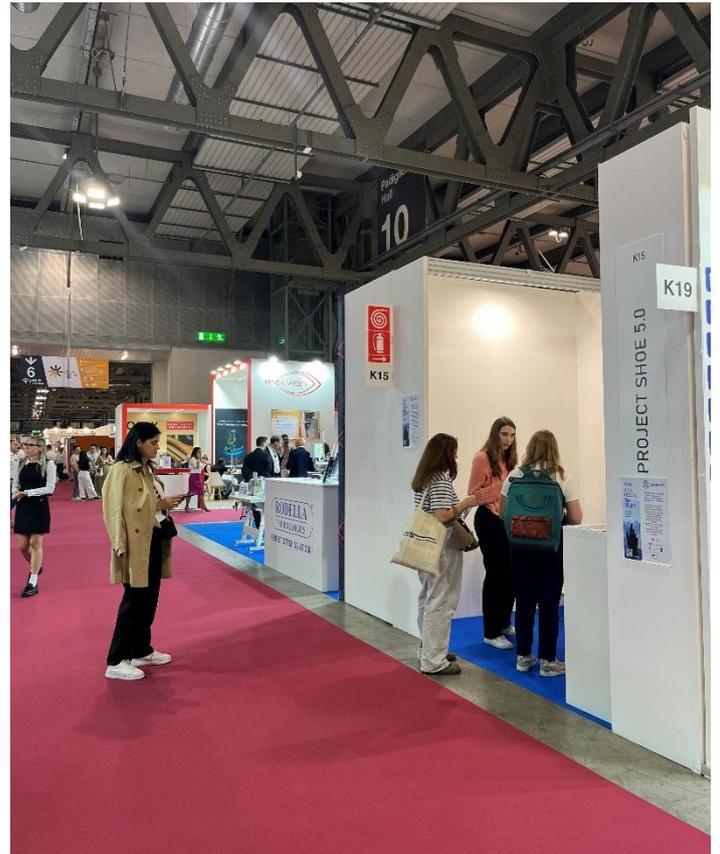
SIMAC Tanning Tech Fair

Organised by **ASSOMAC**, **SIMAC Tanning Tech 2025** took place from **23 to 25 September 2025** at **Fieramilano Rho**, hosting **312 exhibitors**, approximately **25% of which were international**. The event attracted **thousands of visitors**, representing more than **7,000 companies**, with a strong international component, estimated at close to **50% of total visitors**. This profile confirms the fair's relevance as a major international meeting point for professionals across the footwear, leather goods, and tanning industrial value chain.

The 2025 edition of SIMAC Tanning Tech placed a strong emphasis on **environmental compatibility, artificial intelligence, digital transformation, and skills development for Industry 5.0**. These thematic priorities are fully aligned with the core focus of the Shoe 5.0 project, which addresses the integration of technological solutions and advanced training approaches to support the transition of the footwear sector towards the Industry 5.0 paradigm. This alignment reinforced the relevance of the project's participation and contributed to the high level of interest shown by visitors.

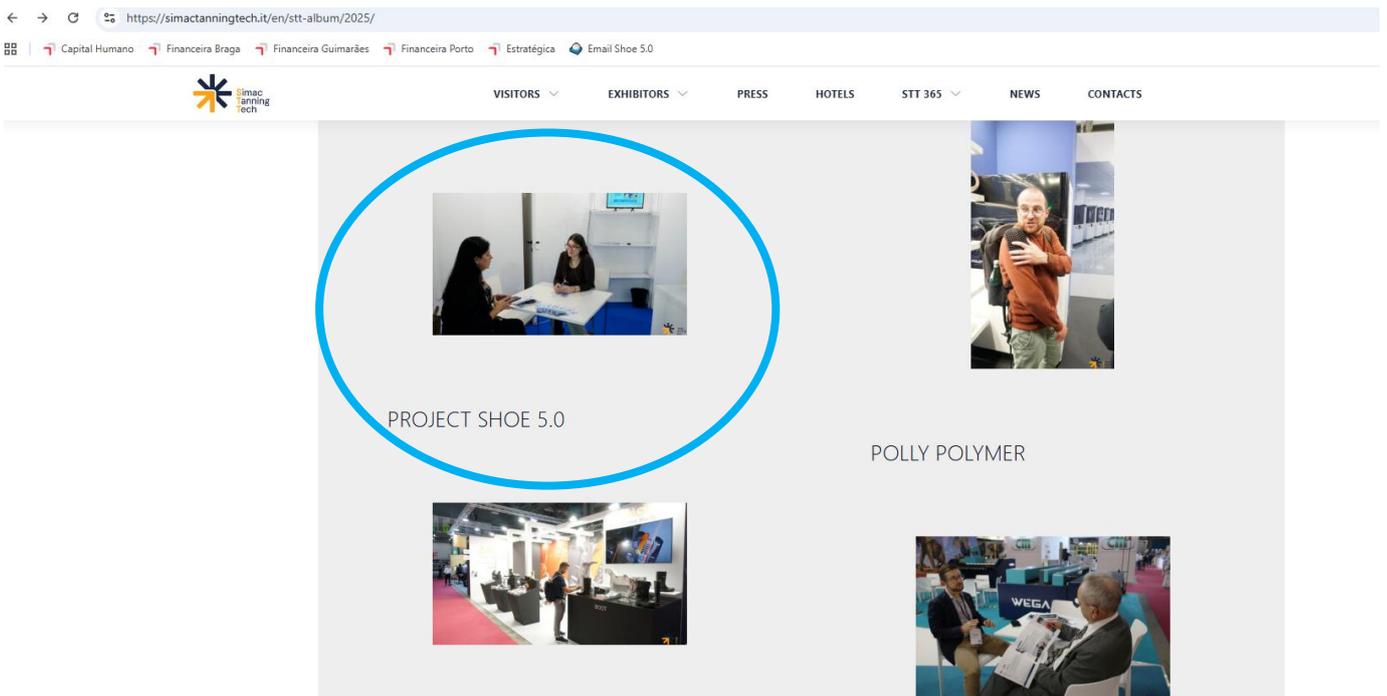
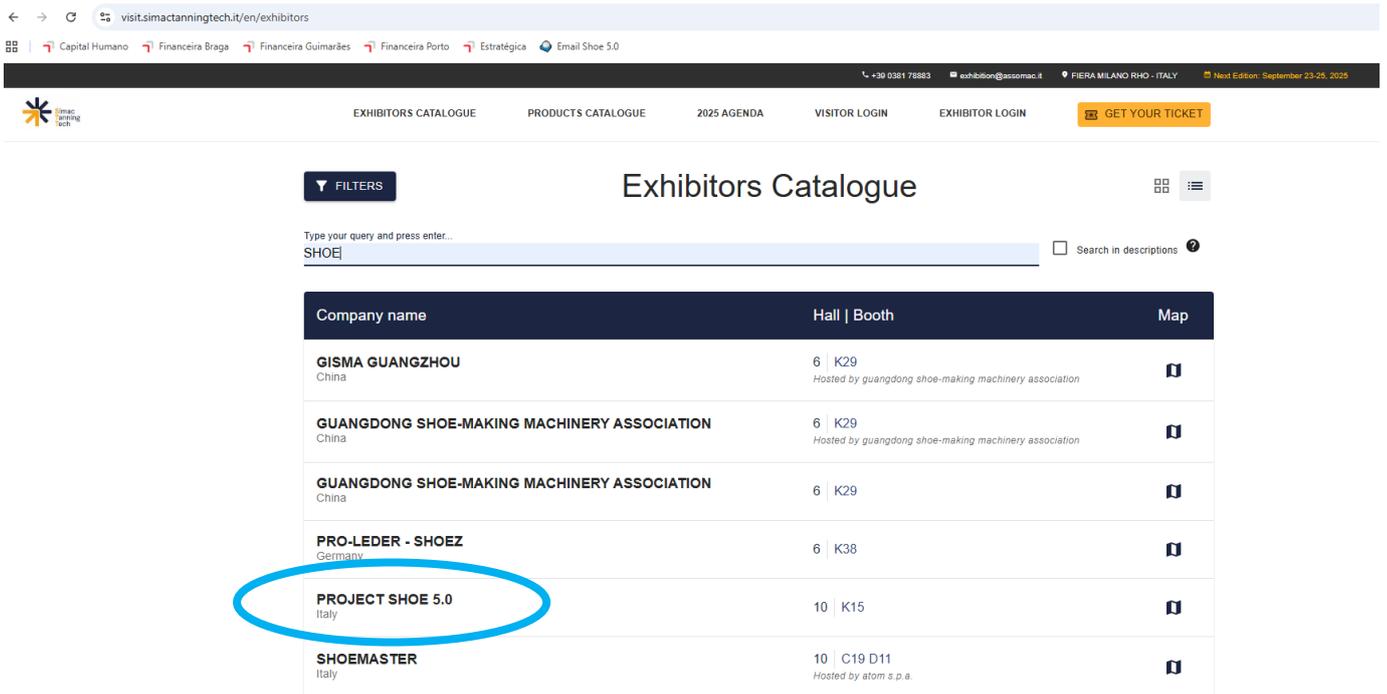
Within this context, the **Shoe 5.0 project** was present at SIMAC Tanning Tech 2025 with an **individual stand**, ensuring a permanent and clearly identifiable presence throughout the three days of the fair. The stand was strategically located in a high-traffic area of the exhibition venue, enabling direct interaction with visitors and facilitating engagement with relevant stakeholders, including industry professionals, technology providers, and training organisations.

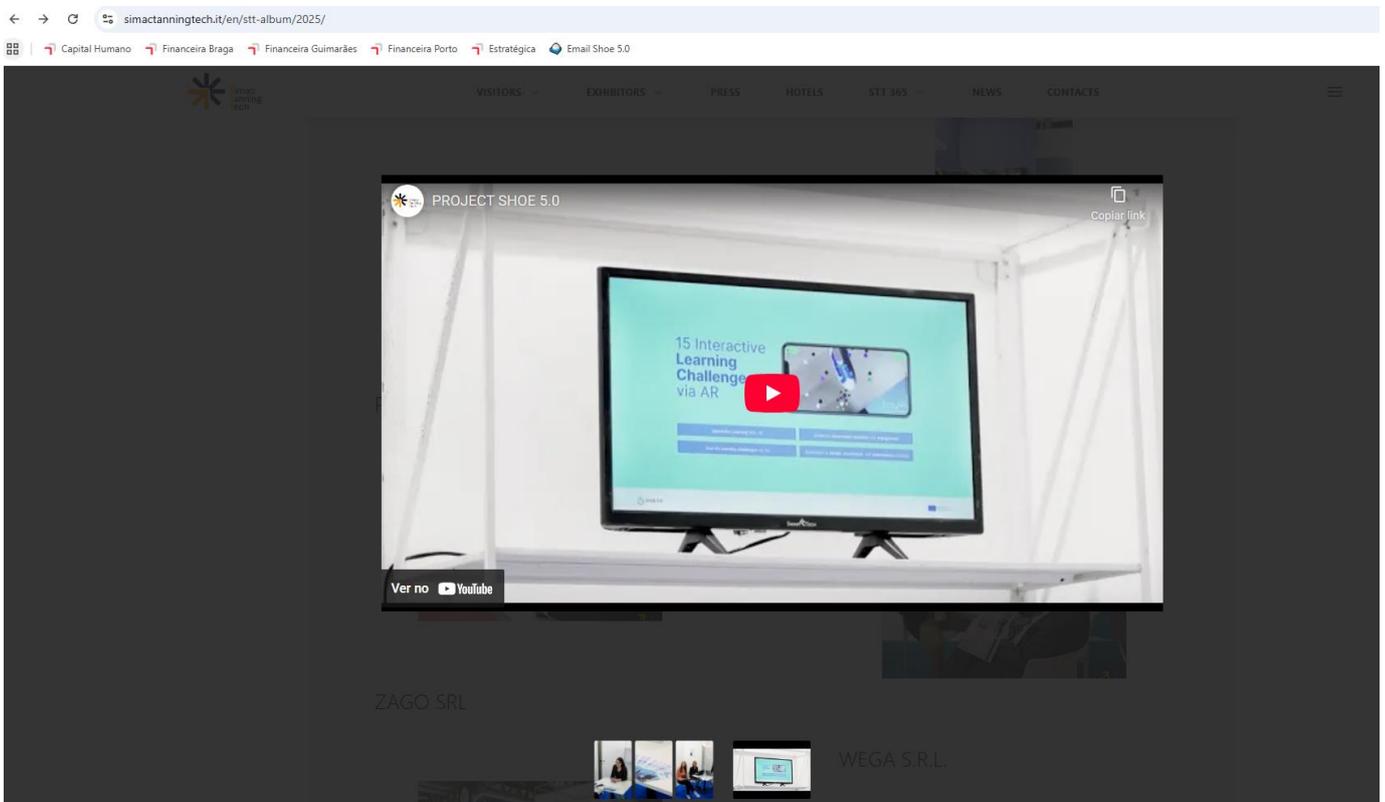




During the event, the stand functioned as the central point for presenting the project’s objectives, scope, and main results, allowing both structured and informal exchanges with stakeholders.

The project’s participation was further supported by visibility through the official communication channels of the fair, including its listing on the [SIMAC Tanning Tech website](#) and [exhibitor information](#).





A full video presentation of the Shoe 5.0 stand and activities at SIMAC Tanning Tech 2025 is available via the event's official YouTube channel: <https://www.youtube.com/watch?v=TZMk5hn41ks>

Dissemination Activities

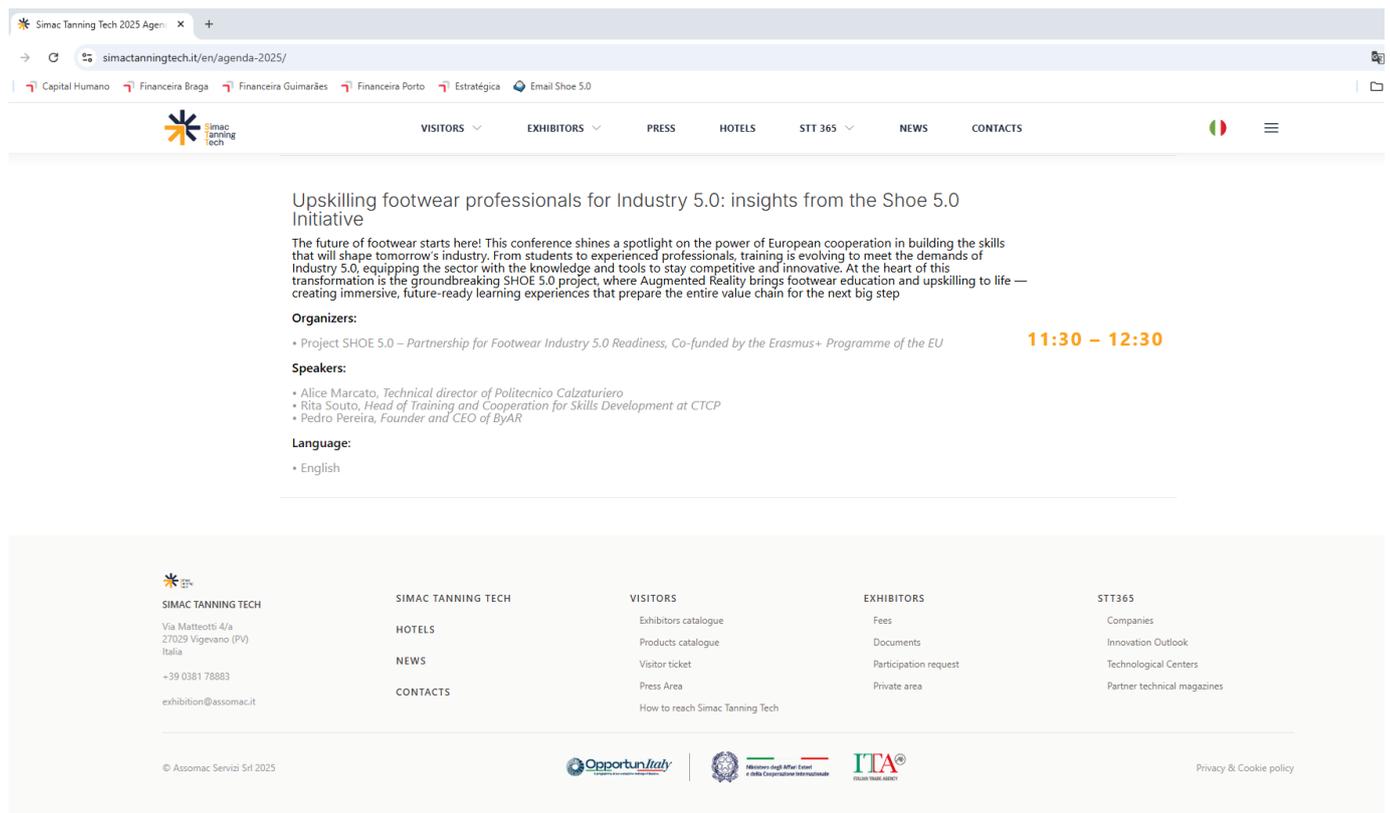
In order to **maximise the visibility** of the Shoe 5.0 project and **support the dissemination of its results to a broad and relevant audience**, several dissemination activities were carried out during **SIMAC Tanning Tech 2025**, complementing the project's presence at the stand. These activities generated a **significant dissemination impact**, reflected in a high number of interactions with stakeholders, strong interest from industry professionals, and extended visibility through official event channels and digital communication platforms.

Throughout the three days of the fair, project partners ensured a **continuous presence at the stand**. This approach enabled **regular interaction with visitors** and facilitated **direct communication** with industry professionals, technology providers, training organisations, and institutional stakeholders. These interactions focused on presenting the

project’s objectives, scope, and main results, as well as discussing potential applications and future uptake of the project outcomes.

A list of signatures from company representatives who participated in more focused meetings and dedicated project presentations is provided in [Annex 1](#), serving as supporting evidence of these targeted dissemination interactions.

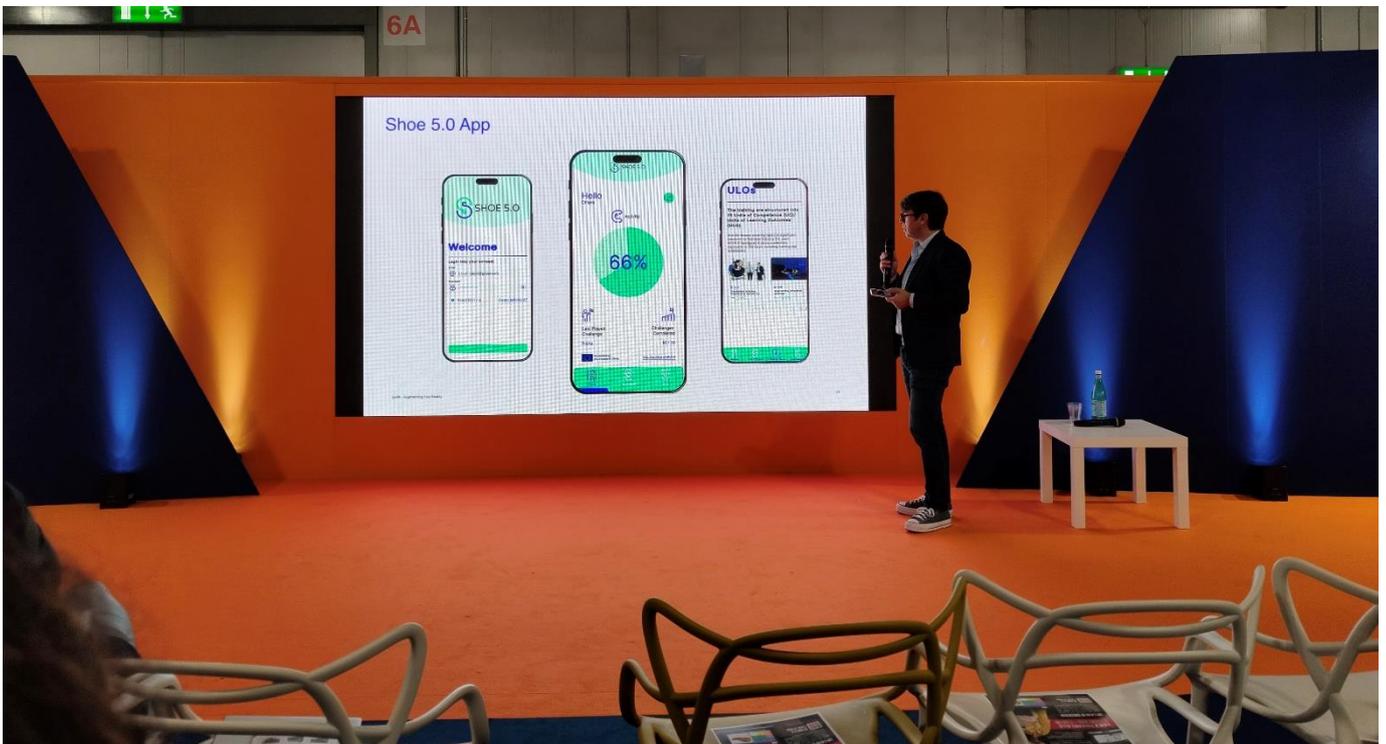
As part of the official programme of the event, the Shoe 5.0 project was featured in a **presentation on the Main Stage**, delivered on the **final day of the fair**. This presentation **closed the full cycle of Main Stage sessions** scheduled during SIMAC Tanning Tech 2025, taking place as the **last presentation of the event**. Representatives of the consortium introduced the project, highlighted its key results, and explained its contribution to the integration of technological and training solutions aligned with the Industry 5.0 framework. This session ensured visibility among a wide audience of professionals and decision-makers attending the fair.



The screenshot shows a web browser displaying the agenda for SIMAC Tanning Tech 2025. The session titled "Upskilling footwear professionals for Industry 5.0: insights from the Shoe 5.0 Initiative" is scheduled for 11:30 - 12:30. The page lists the organizers as the Project SHOE 5.0, co-funded by the Erasmus+ Programme of the EU. The speakers include Alice Marcato (Technical director of Politecnico Calzaturiero), Rita Souto (Head of Training and Cooperation for Skills Development at CTCF), and Pedro Pereira (Founder and CEO of ByAR). The language of the session is English.

At the bottom of the page, there is a navigation menu with links to SIMAC TANNING TECH, VISITORS, EXHIBITORS, STT365, HOTELS, NEWS, and CONTACTS. A footer section contains contact information for SIMAC TANNING TECH, logos for various partners including OpportunItaly, ITA, and the European Union, and a link to the Privacy & Cookie policy.







In addition, project representatives participated in **interviews promoted by the event organisers**, contributing to audiovisual and written communication formats disseminated through SIMAC Tanning Tech’s official media channels. These interviews supported the wider dissemination of the project beyond the physical space of the fair and contributed to increasing its reach among international stakeholders.





The dissemination effort was further reinforced through **digital communication activities**, including regular posts on social media, short videos, and photographic content shared during the event. Dissemination was carried out both through the **official Shoe 5.0 project social media accounts** ([Instagram](#) and [Facebook](#)) and through the **social media channels of the project partners**, extending the project's visibility beyond the fair itself and supporting engagement with a wider and more diverse audience.

Based on **stand attendance, direct interactions with visitors, participation in official event activities, and digital engagement**, it is estimated that the dissemination activities carried out during SIMAC Tanning Tech 2025 enabled the project to reach more than **1,000 stakeholders**, meeting the target defined in the project proposal for Activity 5.4.

Conclusions

The participation of the Shoe 5.0 project in **SIMAC Tanning Tech 2025** successfully fulfilled the objectives defined for Activity 5.4 – Final Dissemination Event. The event provided an appropriate setting to **present the project's results to a specialised and international** audience directly connected to the footwear, leather goods, and tanning sectors.

The decision to replace the initially planned participation in the MICAM Fair with SIMAC Tanning Tech proved **justified and effective, ensuring stronger alignment between the project's technological and training focus and the thematic priorities of the event**. This choice enabled more targeted dissemination and facilitated engagement with stakeholders with a direct interest in Industry 5.0-oriented solutions.

The **presence of the project** through **an individual stand**, combined with **structured dissemination activities such as the Main Stage presentation, interviews, and digital communication actions**, ensured **high visibility and meaningful interaction** with industry professionals, training organisations, and institutional stakeholders. **The strong interest** demonstrated by visitors, together with the **number and quality of contacts** established during the event, contributed directly to reinforcing the project's potential for continued uptake and use of its results.

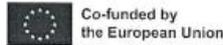
From a **sustainability perspective**, the wide dissemination achieved, the engagement with companies, training organisations, and sectoral stakeholders, and the establishment of new professional contacts **create favourable conditions for the continued exploitation and transfer of the project outcomes beyond its lifetime**. These interactions support the long-term relevance of Shoe 5.0, facilitating future collaborations, replication in other contexts, and the sustained use of the project's results after the end of the project.

Overall, the activities carried out at SIMAC Tanning Tech 2025 strengthened the visibility, relevance, and sustainability of the Shoe 5.0 project, ensuring that the objectives of Activity 5.4 were fully achieved.

The impact of participating in SIMAC Tanning Tech was significant. Shoe 5.0 was widely recognised as an innovative and relevant initiative that concretely applies the principles of Industry 5.0 to the footwear sector. The opportunity to present the project's results — particularly the training modules based on Augmented Reality — allowed the consortium to demonstrate tangible outcomes and attract the interest of companies and institutions from across Europe.

Annexes

Annexe 1 – In Person Meetings Held Signature List



SHOE 5.0 Partnership for footwear industry 5.0 readiness

2022-1-PT01-KA220-VET-000088122

SIMAC Tanning Tech Fair

Milan, Italy

23 to 25 of September 2025

Name	Entity	Signature
David Jacifier	Footwear Solutions	<i>[Signature]</i>
CLETO SACRIPANTI	CI-CI SAS	<i>[Signature]</i>
Emma COLLOUD	CTC France	<i>[Signature]</i>
Raffaella Vepo	Prezeta Group	<i>[Signature]</i>
Alina LOVAN - KRASOTIR	TUIARI	<i>[Signature]</i>
Youna Manceo	Acervo Manceo	<i>[Signature]</i>
Matteo Monti	ALCA SRL	<i>[Signature]</i>
KRONICA PINATTONI	WITRENDY	<i>[Signature]</i>
FRANLUCA PACINI	WITRENDY	<i>[Signature]</i>
LUCIANO RUOTTO	DEL BRENTA	<i>[Signature]</i>
WALTER VACCARIA	YAS MANG	<i>[Signature]</i>
GIUSEPPE COLETTI	ATTENTICO	<i>[Signature]</i>
ANDREA STICO	WINTECH	<i>[Signature]</i>
Laura Muggiani	MIRA STILE	<i>[Signature]</i>
Thelma Riccoboni	ITD	<i>[Signature]</i>
LAURA BALDON	CUE	<i>[Signature]</i>
MARCO CALVI	CEROTINCA	<i>[Signature]</i>
JESSICA FENARO	LORENZO LORENZO	<i>[Signature]</i>
LIPARI LINDA	FREELANCE (DESIGNER)	<i>[Signature]</i>



