

TRENDS, TECHNOLOGY AND BUSINESS MODELS: LOOKING TOWARDS THE FUTURE

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The conference aims to reflect on the future of the footwear industry, by analysing social, economic, technological and geopolitical trends and the solutions that can be provided by the market in terms of products and services.

For this purpose, statistics that show changing trends on all levels will be presented. From this information the environment which over the next few years will affect companies will be analysed, such environment being marked by globalization, the mastery of technology as a competitive strategy, new business models and necessary human resources. All this within the paradigm change where sectorial borders are diluted to give way to a new economic model dominated by technology and a quick response to market demands.

From this reflection, general trends will be presented, which will govern the future and will be related to concepts such as: simplicity, open, self-sufficiency, luxury and low cost, too much choice, population ageing, and beauty and youth. All these lead to the development of new products, new market opportunities, new ways of conceiving business activities, etc.

The third part of the conference will deal with the drivers for future economy for the next few years and the technologies associated with them. These drivers are:

- Smart products and processes
- Customisation
- Welfare and Health
- Cocooning as a home concept
- Security and Privacy
- Connectivity and Ubiquity
- Mobility
- Sustainability
- Energy efficiency and Water consumption

The conference will conclude with some reflections on how these trends will affect the footwear sector and the opportunities and challenges that will have to be faced.