

CONFERENCE 2025

Theme

"Sustainability driven growth strategies for Footwear & Leather Industry in Middle East."



23-25 SEP 2025

Festival Arena, Festival City
DUBAI

diflexonline.com

Day 1: Tuesday, 23 Sept 2025

10:30AM:

Official Opening Ceremony

Session 1

11:30 am - 13:00

'Reinventing successful retail business models for Footwear & Leather goods, while navigating the impact of Geopolitics, E-commerce boom, technology integration and dynamic consumer choices'

SPEAKERS



Prashant Diwakar

Former Head of Category
Sun and Sand Sports
GMG



Raphael Lauria

CEO
Italian Footwear Solution



Nilesh Kirani

Director
King's Traders



Session 2

14:30 - 16:00

'Effective strategies for driving growth in the multibillion Dollar Footwear and Luxury Leather goods market in Middle East'

KEYNOTE ADDRESS



Dinesh Shahani

Chief Executive Officer
Footwear Businesses
Shoemart
Landmark Group



**Shamsa Muaid Fahad
AlAhbabi**

Managing Director and CEO
AlKhaznah Tannery



Bader Al Alawi

Managing Director of CHIC
Vice President of the
Leather and Footwear Council, Dubai
Founding Member of the Oman
Business Council, Dubai



Morgan Papin

Technical Officer & Partner
The Cobbler



Day 2: Tuesday, 24 Sept 2025

Session 3

11:30am - 13:00

'Forecasting the next wave of Trends, Innovation, Smart Fabrics, DTC Models, and Conscious choices: Designers' toolkit for success.'

SPEAKERS



Anwar Bougroug
Founder and Creative Director
Bougroug

bougroug



MayAhmed
CEO & Owner
H&T Boutique & Brand



Sally Saredidine
Founder and Creative Designer
LaLaQueen



Session 4

14:30 - 16:00

'Sustainability begins at the source: Redefining smart manufacturing in the age of responsibility'

SPEAKERS



Roudha Alawadhi
Managing Director
Al Jedeel Trading



Oscar Santi
Chief Operating Officer
Veganologie



VEGANOLOGIE