



less risk, more cash

PRESS Release – 8 March 2010 **Agreement between FDI Logbox and FICE**

FICE and FDI Logbox have signed an agreement of collaboration which will allow Spanish footwear companies to secure their sales thanks to FDI Logbox solutions.

FICE is the Federation of Spanish Footwear Industries. Set up in 1977, FICE is the business organisation that represents the overall interests of the Spanish footwear sector, both at national and autonomous region level and internationally. It comprises 11 associations based in major industrial areas. FICE draws together more than 700 companies that together represent 90% of production and export in the sector across Spain.

FDI Logbox is working with companies from the fashion market since 1984. Among them are footwear companies from various countries and various styles, such as Jimmy Choo, DC Shoes, Replay footwear, Hunter, Shulong, 1969...

Javier Garcia Lillo, Commercial Director of FICE declares: "The economic situation is improving little by little, but slowly. Companies are still facing two major issues: they are looking for financing and they need to secure their exports."

Spain is the second producer and exporter of footwear in Europe. 70% of the Spanish footwear production is exported EU, especially in France, Germany and UK. Many Spanish companies will exhibit this month on the 3 major footwear trade shows in Europe: MICAM in Milan, GDS in Düsseldorf and MODACALZADO in Madrid.

Javier Garcia Lillo adds: "At the moment, the Spanish footwear companies do their best to sell their collections to retailers, but then, they will often need help to secure their receivables and collect their money, especially when they sell abroad. That's why we signed an agreement with FDI Logbox, expert in international customer credit management."

Dominique Chatelin, President and CEO of FDI Logbox, declares: "In this tough market, information and strong knowledge of the distribution channel are essential to secure sales. That's FDI Logbox core business. The collaboration between FDI Logbox and FICE will show that there are some winning strategies to get out of the crisis".

More information about FICE : www.fice.es

* FDI Logbox has been specialising in customer account management in Europe and North America for 25 years, providing a variety of customised solutions to the fashion industry. This year, FDI Logbox handled €650m of receivables for more than a 1000 international brands from apparel, footwear, sportswear, and underwear industry. More information about FDI Logbox : www.fdi-logbox.com

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