

## Italy's Geox puts best foot forward in Asia

The business of Geox has grown very well in Asia if compared with other parts of the world, where the recession has bigger effects on the Geox's sells, said Mario Moretti Polegato, president of Geox in occasion of last business briefing.

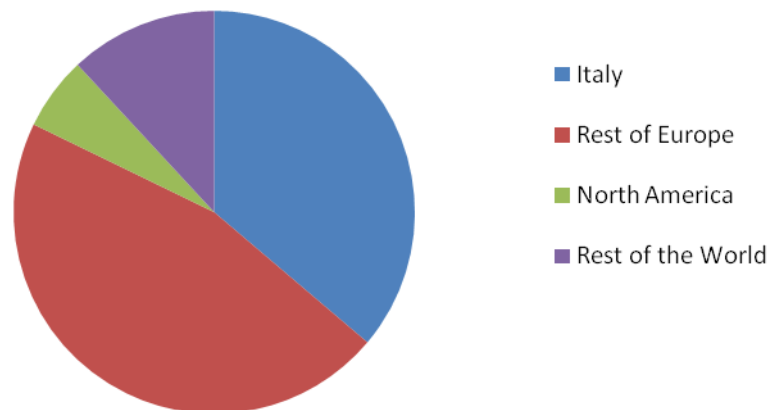


*From right to left: Mr.Lino Geretto (Thai-Italian Chamber of Commerce), Mr. Polegato (President of Geox), Mr. Romeo Romei (Thai-Italian Chamber of Commerce).*

"The economic downturn will benefit Geox because in these tough times, customers will look for quality products with fashion and comfort content," he said, adding that the company had international patents that protected it in more than 100 countries.

With this actual situation Geox, the Italian footwear brand known internationally for the Breathing shoes, expects to double the sales in the Asia Pacific area, and Thailand will be a significant part of it.

## Sales



Today Asia area represent only 3% of the sells for the Italian company but the goal for this year is to reach the 5% and by the 2010 double it; for make this possible Geox is launching new products lines, new marketing campaign and store concepts. The company sees Asia like a huge potential market because the number of middle-income customers is increasing as like the quality of the life.

"Though there are political problem, we are optimistic about Thailand, where the demand comes from both local people and tourists. Political problems take place in every country, even Italy. But we are confident we will continue our businesses," he said.

Source: Bangkok Post <http://www.bangkokpost.com/business/marketing/25081/italy-geox-puts-best-foot-forward-in-asia>