



One or two day training course in China
(Shanghai - Dongguan - Hong Kong)

CTC ←
→ training

Training course 1

AN INTRODUCTION TO FOOTWEAR CONCEPTION AND MANUFACTURING

Are you a Merchandiser, Product Manager, Buyer, Sales Force member or Store Manager interested in improving your technical knowledge of footwear conception and manufacturing with "The Specialists" a global leading Consulting Company in footwear: with intimate understanding of design, manufacturing, testing and inspections to ensure your Company makes more money?

Join CTC in a one day intensive training course to understand footwear from design to manufacturing, as well as invaluable information relating to chemical substances.

Training featured topics to be covered Benefits of topics to be covered

- > Footwear components and construction techniques
What's hot and what's not
- > Different manufacturing processes
What will pass tests and what won't
- > Shoemaking materials
What are popular and problematic
- > Styling and design
Design that works and doesn't & why
- > Sizing systems
Comfort sells – The right fit is?
- > Main chemical substances to check for
Watch out for these health hazards
- > Material sampling
How to know what you've got is good

Your Footwear Specialist
Christophe Cumin
Head of Footwear
Training at CTC



His experience in footwear covers all major market segments: luxury, everyday and sports, with technical expertise ranging from product design and conception to shoe manufacturing and market legislation. Prior to working at CTC, Christophe Cumin worked for the footwear brand Palladium France.

Price

- > One day 510USD, for either course
 - > Two days 894 USD, for both courses.
- Lunch and refreshments included.

~ 10%
discount
if registered
10 days before
the course

Both training sessions will happen on the same day in each location. To attend two training sessions, please choose two different dates.

Location and Dates

- > Shanghai
Shanghai Novotel Hotel
March 23rd, 24th
- > Dongguan
Hotel Grand Mercure Dongguan Houjie
March 27th, 28th
- > Hong Kong
Hong Kong Convention & Exhibition Centre
March 30th, 31st, April 1st

Time

9:00 - 16:30

Language

English



Additional Benefits

At the end of your day's training course:

- You will understand the technical vocabulary associated with footwear
- You will understand the processes and different techniques relating to footwear manufacturing
- You will gain in confidence and expertise by providing more accurate information to customers, ultimately helping to maximise your footwear sales and build brand loyalty
- You will receive a CTC training certificate

For more information

Charlie ZHU
training@ctcgroupe.com
+86 21 68 55 50 32

Book online

ctcgroupe.com/training

Training course 2

AN INTRODUCTION
TO LEATHER
MANUFACTURING



Training course 2

AN INTRODUCTION TO LEATHER MANUFACTURING

Are you in Purchasing, Sales, a Factory or Laboratory technician working in the Leather industry interested in improving your knowledge of leather in a manufacturing environment? Join "The CTC Specialists" in a one day intensive training course to understand leather and its characteristics, from identifying different hides and skins manufacturing techniques, as well as valuable information relating to environmental issues so you or your Company can make more money.

Training Topics

Benefits of topics to be covered

- > A detailed look at different types of leather
How to recognise different species
- > A look at variations in aesthetic and structural aspects of leather
How to recognise differences in quality
- > Key steps in the manufacturing process of leather
Understand the impact on the quality of the final product
- > Leather finishing
Differences between full-grain, pigmented etc.
- > Main chemical substances to look for
Watch out for these health hazards

At the end of your day's training course:

- ➔ You will understand the technical vocabulary associated with leather
- ➔ You will understand the processes and different techniques relating to Leather manufacturing
- ➔ You will be able to recognise different types and grades of leather
- ➔ You will know what main chemical substances you need to look for in the tannery
- ➔ You will gain in confidence and expertise by providing more accurate information to customers, ultimately helping to maximise your sales in Leather goods and build brand loyalty
- ➔ You will receive a CTC training certificate

Additional Benefits

Your Leather Specialist

Anne-Laure Leprêtre
Leather consultant at CTC



As a material & leather engineer, Anne-Laure is a well-known figure in the leather industry, managing R&D projects at the CTC Research Center in France for 15 years, as well as managing training sessions for professionals and students and speaking at the technical congress (IULTCS).

For more information

Charlie ZHU
training@ctcgroupe.com
+86 21 68 55 50 32

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→ training

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