



*The Consulate General of Italy in Vancouver  
and the Istituto Italiano di Cultura*

IN ASSOCIATION WITH

SFU Business and the  
Italian Chamber of Commerce in Canada

ARE PLEASED TO INVITE YOU TO A PRESENTATION BY

*Mario Moretti Polegato*  
CEO, GEOX Footwear

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Date: Wednesday, May 28, 2008  
Time: 4 pm to 5:30 pm  
(refreshments to follow)  
Venue: Segal Graduate School of Business  
500 Granville Street (at Pender)

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RSVP BY TUESDAY, MAY 27TH TO BETTY RIDDLE AT  
SFUBUS-MARKETING@SFU.CA OR CALL 778.782.8186



SFU BUSINESS  
SIMON FRASER  
UNIVERSITY



**Mario Moretti Polegato** didn't set out to revolutionize the shoe industry, in fact he expected to manage the family business. Polegato obtained his degrees in oenology and law, and went to work in the family's three-generation wine and agricultural business where he developed several wine harvesting and quality enhancing techniques before turning his attentions to the shoe business in the 1990s. Thanks to Polegato's intuition, persistence and strategic thinking, the world's first 'breathable shoe' was launched. In 2007, more than 21 million people purchased a pair of GEOX.

Polegato took the brand global and GEOX continues to consistently generate double digit growth since its inception. Available in 68 countries around the world through a network of 724 GEOX shops and more than 10,000 independent retailers, GEOX has become Italy's #1 and the world's #2 footwear brand reaching over \$1 billion CDN in net sales. GEOX has been publicly traded on the Italian stock exchange since 2004.