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MILANO UNICA SHANGHAI

AUGUST 27-29, 2024: THE ITALIAN TRADE AGENCY ICE WILL ORGANIZE THE PARTICIPATION OF THE EXCELLENCE OF ITALIAN TEXTILE INDUSTRY

Thanks to the well-established collaboration of Milano Unica with the Italian Trade Agency ICE, the Intertextile Apparel Fabrics trade show scheduled **from August 27 to August 29, 2024** in Shanghai will host **45** of the best Italian producers of high-end textiles and accessories, which will present their Fall/Winter 2025-2026 collections to the Chinese market. The Chinese market is the third-ranking export market after France and Spain with a +7.4 % share. The exhibition area, covering over 800 sqm, will be the stage for the most profiled clientele of the local and international market increasingly oriented towards Italian manufacturing excellence, technological evolution and sustainable products.

The Italian Trade Agency ICE has organized the event playing a fundamental role in supporting the international expansion of Made-in-Italy operators and increasing the visibility of Milano Unica, which has grown as a brand in the most qualified trade show panorama.



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*"Milano Unica returns to Shanghai for the August 2024 edition of Intertextile Apparel Fabrics. This trade show is an important event for the Italian textile industry especially now that we are eventually seeing encouraging signs of a gradual recovery in Chinese imports. In the first quarter, retail sales increased 4.7% with an additional 3.7% increase in April and May. In this delicate phase of the market, Chinese consumers are seeking innovation, quality, research and storytelling. These are all characteristics that the best Italian companies producing high-end textiles and accessories will offer in Shanghai with their Fall/Winter 2025-2026 collections," commented **Augusto Di Giacinto**, Director of the Italian Trade Agency ICE, Shanghai.*

*"The 39th edition of Milano Unica at Fiera Milano Rho has just dropped the curtains with **569** participating companies, many research and content areas, and a total of **700** exhibitors, **+18%** vs the July 2023 edition and **+22%** vs the pre-Covid-19, July 2019 edition. The participation of buyers from China and other major target markets rose **55%** compared to the July 2023 edition. I am fully convinced that this growth rate can be attributed to the quality and comprehensive offering presented at Milano Unica. This is the result of teamwork that strengthens through the rigorous strategy implemented in selecting the companies and the creative content of the proposal," added **Simone Canciani**, president of Milano Unica.*

Admission to the Milano Unica Hall within Intertextile Apparel Fabrics is reserved for accredited visitors only, who will get in touch with Italian exhibitors and discover their creations that represent the upstream supply chain, guiding the choices of the big luxury brands.

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