



Milan, July 11, 2024



CURTAIN DROPS ON THE 39TH EDITION OF MILANO UNICA WITH +36% MORE INTERNATIONAL BUYERS

The curtain dropped on the 39th edition of Milano Unica today. **569** exhibitors, of which **454** Italian (+18% vs the July 2023 edition) and **115** European (+47% vs the July 2023 edition) showcased their Fall/Winter 2025-2026 collections of high-end textiles and accessories for womenswear, menswear and kidswear. Considering also the research and innovation area, the total number of exhibitors rises to **700**, a +18% increase vs the July 2023 edition.

Visiting companies to Milano Unica (July 9-11, 2024) totaled **5541**, +19% vs the July 2023 edition, of which **3403** Italian (+11%) and **2138** international (+36%).

The international attendees were well distributed among all the traditional export markets for the Made-in-Italy products presented at the trade show. In particular, an increased number of visitors was recorded from the following countries: France (+65%), Spain (+60%), China (+55%), Germany (+47%), UK (+30%), Korea (+20%), Japan (+16%), and USA (+14%). Worth noting is the first-time attendance of 22 companies from the United Arab Emirates.



“This is a great success for our trade show, testifying to its growing attractiveness at the international level for its complete and quality offering. It is also an important injection of trust - confirmed by the high level of appreciation of our exhibitors – for Made-in-Italy textiles and accessories, despite the difficult scenario of the first months of 2024,” said **Simone Canclini**, President of Milano Unica.

During the Opening Ceremony on July 9, a traditional appointment for insights and analysis of the textile industry and the market, **Attilio Fontana**, President of the Lombardy Region, underscored the key industrial and cultural role played by the entire supply chain. On behalf of the Government, **Claudio Sgaraglia**, Prefect of Milan, recalled the activity - still underway - with the entrepreneurial and trade associations to define a protocol for production outsourcing and safety tools to protect the fashion industry following the investigations conducted by the Tribunal of Milan.

Simone Canclini, the President of Milano Unica, highlighted the remarkable increase recorded in the number of participation applications submitted by new, highly selected exhibitors, which resulted in a doubling in the presence of European companies and +20% increase in exhibition space.

“These figures confirm how important it is to team up, investing on quality and selectivity with a view to attracting other prominent European companies that have not yet participated in the trade show. What we guarantee, to all intents and purposes, is the concept of Made-in-Europe,” continued Canclini.

Matteo Zoppas, President of the Italian Trade Agency ICE, took the opportunity to urge companies – especially small and medium-sized companies which may ignore the existence of the fair or don’t have the means to participate – to take advantage of the services offered by the Agency working in support of the promotion and development of Made-in-Italy operators at the international scale.

“In 2023, Italian exports reached Euro 626 billion, in line with 2022. This figure corresponds to nearly one-third of GDP and it is particularly significant if we consider that it shows a 30% increase over 2019, the year before the pandemic, the wars and the consequent increases in energy and transportation costs. ICE works in support of all the market players, along with SACE, SIMEST, and CDP to promote the internationalization of Italian SMEs and their exports, acting in two directions. First, the promotion of Made-in-Italy products in the world and the development of business matching opportunities between Italian companies and foreign buyers. Second, the promotion of attendance in trade fairs, which experienced a downtrend during



the period of the pandemic, but now have proven to be key moments for business development, favoring contacts between foreign buyers and Italian operators, representing for the latter a first step in development and growth in international markets. The Italian Trade Agency ICE has brought to Milano Unica 161 operators, including 153 buyers and the rest influencers and journalists, to facilitate contacts with the more than 600 exhibitors present. The Italian Trade Agency ICE also organizes other supply and demand matching opportunities - including business missions - but trade shows represent a key moment for entrepreneurs to present their products to customers," added President Zoppas.

"The future of the Made-in-Italy supply chain: creativity, innovation and company size" was the title of the following round table moderated by **Nicola Porro**, Mediaset journalist and Deputy Chief Editor of Il Giornale, with the contribution of the following speakers: **Barbara Cimmino**, Vice-President of Confindustria and co-founder of Yamamay; **Antonio De Matteis**, President of Pitti Immagine and CEO of Kiton; **Luca Solca**, Analyst and Head of Luxury Goods at Bernstein; and **Caterina Sanson**, Partner OC&C Milano. Prompted by Porro, the debate started from the consideration that, following the radical transformations imposed by the processes of digitization and technological innovation, the textile and accessories sector, too, is now facing unexpected disruptions, requiring as many corresponding new reactions, starting from the experimentation of different aggregation options. The turning point is the acceleration of innovation, which must be pursued with even more determination in order to find real answers to issues regarding sustainability, competitiveness and productivity. Last but not least, all the speakers agreed on the fact that innovation cannot be pursued without the involvement of young talents in the companies, who should be given better salary terms and targeted training.

"Milano Unica continues to grow, demonstrating that exports of Made-in-Italy textiles and apparel represent a very important boost for the Italian economy, contributing significantly to the country's GDP (Euro 64 billion in 2023). To support the industry, it is necessary to ensure that the European dimension and global competitiveness are held together, reconciling the dual transition with the support of industrial policies and a level playing field," said Barbara Cimmino, Vice-President of Confindustria after visiting the exhibition area.



The event features new special areas and content projects that change from season to season, taking visitors on a journey that narrates Italian and European excellence. The **Tendenze Sostenibilità** and **Innovation Areas** represent an unfailing expression of Milano Unica's great attention to sustainability and process and product innovation. The special projects include **MarediModa**, showcasing a preview of the 2026 beachwear collections, and **Velvet Mi Amor**, celebrating the history of velvet. These two projects exemplify the core value of Milano Unica, i.e. a trade show that is the point of reference for operators, who are aware of the importance of the origin of luxury, because there is no fashion without a fabric, no refined elegance without an accessory.

*"It is a great honor to be part of the success of this trade show, which is the result of the dedication of a passionate team and the solid support of the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ICE** for the internationalization of Italian companies abroad, which demonstrate the importance of teaming up. As evidence of a message we wish to share with the audience, this season we took Milano Unica to discover some corners of Milan, a city rich in history, art and culture. The evening event organized at the Museo Diocesano displays our desire to share with you the highest expression of uniqueness, embedded in the very name of our trade show, Milano Unica,"* said **Massimo Mosiello**, General Manager of Milano Unica.

For additional information:

Milano Unica Press Office tel. +39 02 6610 1105

Alessandra Ardenzi mob. +39 335 677 46 20

Daniela Scardi mob. +39 3661964979