



## 6,000 COMPANIES IN ATTENDANCE

**Ercole Botto Poala, President of Milano Unica:**

*"The satisfying participation of exhibitors and buyers at the 28<sup>th</sup> edition of the High End Textiles and Accessories Trade Show encourages us and drives us to continue innovating our offer despite the uncertainties of the general economic situation."*

**March 12-14 2019, in Shanghai, the 15<sup>th</sup> edition of Milano Unica China**

**The 29<sup>th</sup> edition is scheduled for July 9-11 2019, once again at Fiera Milano Rho**

Milan, February 7, 2019 – At the 28<sup>th</sup> edition of **Milano Unica, The Italian Textile and Accessories Trade Show**, held at **Fiera Milano Rho** on February 5-7, the essentially steady number of exhibitors (421) compared to the February 2018 edition was matched by a corresponding presence of visitors from sector companies, both Italian and foreign, numbering about 6,000. There were fewer Chinese companies, as the dates coincided with their New Year celebrations, but that was mostly made up by the



Korean and Japanese companies in attendance and a good showing on the part of European operators. A result, keeping in mind the general trend in textile-apparel trade shows, that confirms the wisdom of anticipating the fall edition to July, also to serve as a driver for the winter show.

The 28<sup>th</sup> edition of **Milano Unica** was officially opened at the Opening Ceremony, with talks by **Ercole Botto Poala**, President of Milano Unica, **Mauro Scalia**, Director Sustainable Businesses Euratex, **Raffaello Napoleone**, Managing Director of Pitti Immagine, **Masahiko Miyake**, Presidente Jfw – Japan Fashion Week, and **Roberto Luongo**, General Director, ICE.

Although the overall number of companies was essentially equal to that of February 2018, there was a significant increase in participation by companies from: Japan (+15%), Korea (+5%), Great Britain (+5%), Poland (+16%), Rumania (+11%) and Spain (+5%), with the USA and Germany holding steady.

Two topics were particularly emphasized by the national and international media: sustainability and the digital initiative launched by Milano Unica with the e-milanounica platform.

*"Sustainability is key to the survival of the sector. I am totally convinced that if our companies have overcome difficult times, it is because in addition to service and innovation, they had respect for the product and the environment, they worked to limit the impact of the textile-apparel industry on the planet. Now we must act in concert, because this is a global challenge, with the well-being of future generations at stake,"* explained **Ercole Botto Poala, President of Milano Unica**, during the Opening Ceremony.

During the ceremony, time was also dedicated to presenting the new 'e-milanounica' project, the online marketplace launched in a pilot version, which will be fully operative for the July 2019 edition. The initiative, accomplished thanks to a partnership with our colleagues at Pitti Immagine, is intended to promote the textile-apparel-fashion sector by extending the traditional trade show activities to the digital world, including marketing, contents and promotions, making it possible for companies and their clients to stay up to date year round.

*"The richness of the textile and accessories collections presented in this 28<sup>th</sup> edition of Milano Unica was matched by the encouraging presence of Italian and foreign buyers, reversing the recent trend recorded in*



other sector trade shows. Many exhibitors were also satisfied with the number and quality of the contacts established. Buyers and exhibitors both appreciated the enhancement of the contents, not only in the now established Area Tendenze, but on strategic topics, such as the Sustainability Project, covering both product and process, and the digital challenge Milano Unica has decided to tackle, as a united industry, in collaboration with Pitti Immagine," added **Ercole Botto Poala**.

"The organizational efforts, increasingly aimed at making Milano Unica a can't miss appointment in the international spectrum of textile fairs, were rated positively by buyers and exhibitors," said **Massimo Mosiello**, General Director of Milano Unica, who has overseen the textile-accessories trade show organization since its inception. "Upstream of this result there was not only an important process of selection, intended to ensure a high level of quality of the collections displayed, but also the precise modalities with which we presented the various theme-based areas and the content projects. It involved much teamwork on the part of the entire system, made possible by the essential support provided by the Ministry of Economic Development and the extraordinary collaboration of ICE. Part of the merit for the result is also due to the dedication of our Milano Unica staff and collaborators. Last but not least, we thank Japan Fashion Week for the special evening event celebrating the tenth presence of the Japan Observatory at Milano Unica".

"The central topics of the 28<sup>th</sup> edition of Milano Unica, including sustainability and digital innovation, are an integral part of the fundamental contents of ICE initiatives in support of the internationalization of the Italian manufacturing sector. Facing these challenges is essential in order to continue to be competitive in continually changing markets. In Milano Unica and in the time-tested collaboration with Pitti, we have an example of a promotional platform which, flanked by ICE initiatives for the sector, represents an important channel for valorizing Made in Italy production on the international market," noted **Roberto Luongo**, General Director of ICE.

**Milano Unica** extends special thanks to the **Ministry of Economic Development, ICE** and **Sistema Moda Italia** and expresses its gratitude to the sponsors: **Banca Sella, Caffè Toraldo** and **Lauretana**.