



## 14TH EDITION OF MILANO UNICA CHINA THE EARLIER DATE PROVED POSITIVE ALSO FOR SHANGHAI ERCOLE BOTTO POALA: "REQUESTS FOR SAMPLES AND ORDERS WERE GOOD"

Shanghai, October 1, 2018. The 14th edition of Milano Unica China, held in Shanghai from Sept. 27 to Sept. 29, confirmed that the earlier date of the trade show, a decision made together with Messe Frankfurt, the organizer of Intertextile, the world's largest textiles trade show, proved positive. The overall satisfaction of exhibitors, especially for the quality of visitors, many of which booked orders during the show - despite a 10% reduction - testifies to the role of Milano Unica as an effective working tool to promote high-end Italian businesses in the Chinese market.

*"Also on this occasion, we have bet on innovation, suggesting an earlier date, which enabled us to meet customers still concentrating on the current season. The decrease recorded during the last day, which contributed to the overall -10% reduction, is certainly due to the concurrent beginning of the traditional holiday week in China and was also influenced by a concern about reduced spending recorded globally in the first semester of 2019. The mission of our 42 exhibitors was in any case positive in terms of contacts and orders received. We were also honored by the visit of the new Consul General in Shanghai, Dr. Michele Cecchi. He expressed appreciation for the quality of the products on display during the meeting with the exhibitors and underlined how Milano Unica is a virtuous example*



of collaboration between private businesses and public institutions, teaming up to promote the excellence of Made-in-Italy production in the world," commented **Ercole Botto Poala**, President of Milano Unica and also exhibitor.

There is still much to do and there is room to improve in order to provide a 360° offering in a market that, in addition to the traditional fabrics for menswear, is increasingly in demand for fabrics and accessories for womenswear and childrenswear. The new opportunities are confirmed by the figures of Italian exports to China, which are no longer driven by only combed wool fabrics, but also by cotton fabrics, jersey and worsted wool fabrics, partially in correlation with the growing leisurewear market.

"The importance of the collaboration between private businesses and public institutions was, once again, highlighted by the success of the 14th edition of Milano Unica China, which contributes to reinforcing the international expansion of Italian businesses and, concurrently, supporting the image of Made-in-Italy production in a strategic market like the Chinese one. The economic commitment of the Italian Government is fully justified by the positive results recorded by the trade show, certainly obtained thanks to an efficient organization and an unparalleled display style," added **Massimiliano Tremittera**, Director of ICE Agency Shanghai.

"The sparkling start was followed by a second part in sharp decline, due to the concurrent beginning of the Chinese golden week. However, our selection of buyers ensured good quality contacts. We will continue to work on this in order to optimize our exhibitors' time in the management of their relations," concluded **Massimo Mosiello**, General Director of Milano Unica.

**Milano Unica** thanks the **Italian Ministry for the Economic Development**, **ICE Agency**, **Sistema Moda Italia**, the **Municipality of Milan** and **Banca Sella**.

#### For additional information

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