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意大利对外贸易委员会

MILANO UNICA SHANGHAI 2024, CLOSING PRESS RELEASE

Milano Unica Shanghai, organized by the Italian Trade Agency ICE within Intertextile Apparel Fabrics and comprising 45 Italian manufacturers of high-end textiles and accessories, ended on August 29.

This year, Intertextile Apparel Fabrics celebrated 30 years with 4,000 exhibitors from 27 countries on a surface of 240,000 sqm and about 95,000 buyers from 117 countries. On this occasion, Milano Unica received special recognition for its participation over the past 10 years contributing to the growth and prestige of the event.

“An important recognition that testifies to the fact that the trade show is still a relevant and useful tool,” said **Massimo Mosiello**, General Manager of Milano Unica.

The trade show is an important showcase on a market that, although partly impacted by dropping consumer trends, continues to evolve enabling contacts with new potential international customers, edition after edition.



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*"Despite the difficult economic scenario, the Italian pavilion at Milano Unica Shanghai topped with over 5,000 qualified Chinese visitors in the first two days of the trade show. Once again, Chinese buyers have demonstrated their potential interest in Made-in-Italy products and Italian companies that are the expression of textile high-quality, research, innovation, and sustainability," commented **Augusto Di Giacinto**, Director of the Italian Trade Agency ICE Shanghai.*

*"I take this opportunity to thank the **Italian Trade Agency ICE** which confirms to be a key partner in accompanying Italian enterprises in their internationalization process giving them concrete support through teamwork and endorsement", concluded **Massimo Mosiello**.*

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