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fieramilanocity

TheOne
Milano



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THEONEMILANO: THE BUSINESS & NETWORKING PLATFORM The third edition closes with over 60% foreign buyers

Milan, 26th February 2018 – Today marked the close of an upbeat edition of TheOneMilano at fieramilanocity. The four-day exhibition attracted **10,980 visitors**, more than **60%** of whom came from outside of Italy, as in the previous edition. TheOneMilano is a key date on the international exhibitions calendar with one of the highest percentages of foreign buyers, and an unmissable event for the fashion industry. **342 brands** were presented by **269 different companies**, almost **45% of which were non-Italian**. They showcased the very best of their production, with the focus on quality, creativity and innovation.

“We’ve ended on a positive note,” explains the Chairman of TheOneMilano, Norberto Albertalli. *“Our event is strategic, and the buzz generated over the four days is reason for hope, even though the Italian market is not yet showing signs of an upturn. The outstanding number of foreign buyers (7,038) has given a vital boost to the sector and Italian firms in particular, which are focusing on the export market.”*

As in the past, Italy’s Foreign Trade Institute (ICE-ITA) played a vital role in supporting the exhibition, selecting and profiling a number of buyers from crucial markets who proved to be important purchasers.

The highest visitor numbers came from countries outside the EU, with the pole position (**1,211 buyers**) taken by **China**, an expanding market which prioritises quality products. China was followed by Russia and Ukraine, historic customers for the sector.

Greece, Spain and France remain the most strategic markets in Europe.

This edition demonstrates how TheOneMilano has carved out a clear role for itself in the world of fashion. The exhibition will return to fieramilanocity from **21st to 24th September 2018**, to coincide with Milan Fashion Week.

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