



ITALIAN FASHION LANDS AT CIIE IN SHANGHAI

Six trade show brands come together to put the spotlight on Italian excellence: MICAM, MIDO, MIPEL, MILANO UNICA, LINEAPELLE, THE ONE MILANO
Italy's textile, fashion and accessory industry exports products worth over EUR 2.2 billion to China every year.

Italian fashion excellence is to feature at one of the most important appointments in terms of visibility and business, the China International Import Expo (CIIE), which opens today 5 November and will run until 10 November in Shanghai.

This is the first time that a large Fashion delegation crosses the national borders and heads for one of the most interesting markets for Italian fashion to showcase the offering of **over 66,000 firms** that, together, generate a **turnover of more than EUR 94 billion** and employ more than **580,000 workers**.

The textile, fashion and accessory industry pools together the culture and tradition of world-class districts and companies. China is the eighth destination, in terms of value, for exports relating to the Confindustria Fashion sectors, which in 2017 exported the equivalent of EUR 2.21 billion (up by more than 14% compared to 2016). This first collective experience looks set to offer a valuable opportunity to promote Italian products with an increasing number of buyers, drawing on the delegation's combined strength to represent the country as a whole.

From tanning to leather goods, from fur to fabrics, and through to accessories: Italy's culture of beauty and first-rate craftsmanship lands in Shanghai through the brands of 6 major trade shows with a considerable international reach. At CIIE, the strong identities of these events are combined within a single format - "The Garden of Lifestyle"- designed to emphasise each exhibition's standing. Indeed, Chinese buyers already regard these leading names - **MICAM, MIDO, MIPEL, MILANO UNICA, LINEAPELLE, THE ONE MILANO** - as synonymous with business and quality in their respective sectors.

THE GARDEN OF LIFESTYLE

The six events showcased at CIIE have long been a benchmark for the international market: **MICAM** is an International Footwear Exhibition organized by Assocalzaturifici, next held from 10 to 13 February 2019 at Fiera Milano; **MIDO** is the Milan Eyewear Show organized by Mido srl Unipersonale and scheduled to take place from 23 to 25 February 2019 at Fiera Milano; **MIPEL** is a bag show organized by AIMPES Servizi, to be held from 10 to 13 February 2019 at Fiera Milano; **MILANO UNICA** is a fabric and accessories show organised by SITEX Spa, scheduled from 5 to 7 February 2019; **LINEAPELLE** is a leather and accessories exhibition organized by Lineapelle Srl, to take place from 20 to 22 February 2019 at Fiera Milano; **THE ONE MILANO** is a show dedicated to high-end women's ready-to-wear clothing, organized by Mifur Srl and scheduled to take place from 22 to 25 February 2019 at fieramilanocity.