

THE FASHION EXHIBITIONS CLOSE WITH 40,950 TRADE VISITORS

MICAM Milano, Milano Fashion&Jewels, MIPEL and The One Milano: global business trendsetters, they confirm their status as international platforms. passed to Lineapelle and Simac Tanning-Tech, which opened yesterday

Milan, 18 September 2024 - The synergy that has united the events dedicated to fashion held recently at Fiera Milano (Rho), has been confirmed as a winning one.

MICAM Milano, Milano Fashion&Jewels, MIPEL and The One Milano closed yesterday, recording an attendance figure of **40,950** trade visitors, with a total of **45% hailing from 140 foreign countries**. The best performances from Europe came from **Spain, Germany and France**. The results from **North America** were brilliant, showing a double-digit growth (**Canada** and the **USA**); followed by the Far East with **China** and **Japan** in the lead.

Trade fairs confirm themselves as undisputed protagonists in the innovation scene, responding to market needs with elegance and precision, even in challenging times. They have strengthened their role as a meeting and development hub, embodying the essence of excellence. Featuring visionary start-ups and collaborations with training institutions and universities, each event is an immersive journey through creativity and technology. Innovation and creative flair were the real stars of the shows, where the most exclusive fashion accessory collections paraded under the spotlight in a glamorous atmosphere that anticipated the trends of the future. A unique experience where business and creativity bond seamlessly

In a period of profound transformation for the fashion world, dominated by digitalisation and sustainability, this year the exhibitions combined their business message, centred on production methods, artistic ability and the value chain, with a focus on training and job opportunities for the new generations. A bridge between school and the business world, with many opportunities for young people to come into direct contact with the corporate scene. The participation of the **Minister of Education and Merit, Giuseppe Valditara** underlined the importance of this commitment. During the opening ceremony, he highlighted the value of investing in young people and in the emerging professions in the manufacturing sector, as a tribute to practical and tangible values.