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MILANO UNICA SHANGHAI

THE RESULTS OF MILANO UNICA SHANGHAI, THE ENSEMBLE EXHIBITION OF 36 MADE IN ITALY FLAGSHIP COMPANIES ORGANIZED BY THE ITALIAN TRADE AGENCY IN THE CONTEXT OF THE INTERTEXTILE APPAREL FABRICS TRADE SHOW.

Thanks to the financial and organizational support of the **Italian Trade Agency**, **the agency that supports the business development of Italian companies abroad**, an ensemble exhibition of 36 companies showcased their collections of high-end textiles and accessories to the Chinese market through their local agents.

The three-day event was held from October 9 - 11 in the context of the Milano Unica pavilion, as part of the Intertextile Apparel Fabrics trade show at the National Exhibition and Convention Center.

According to data reported by the Italian Trade Agency, Italian textiles recorded a 26% growth rate in the Chinese market in the first nine months of 2021. According to a reliable analysis by Bain & Company, it is also estimated that Italian luxury products will climb to the top rung of the ladder in China, representing 50% of local consumption.



Exhibitors' determination to participate in the trade show was rewarded by the number of local visitors, who displayed strong interest and genuine appreciation for the collections presented, confirming the hope expressed by the **President of Milano Unica, Alessandro Barberis Canonico**, in his statement at the opening of the trade show:

"Thanks to the invaluable support of the Italian Trade Agency, we have been investing in the Shanghai trade show for years and we hope that, even if we are not directly present in the region, our efforts will be rewarded by possibly maintaining or even increasing local sales."

This is a truly important sign of recovery for one of the fundamental markets for the overall growth of the textile sector.

The financial and organizational support provided by the Italian Trade Agency takes on an increasingly strategic value in such a delicate moment for the global scenario and, as confirmed by **Augusto Giacinto, Director of the Italian Trade Agency in Shanghai**, Milano Unica represents the tip of the diamond of Made in Italy textile production, arousing appreciation among Chinese consumers, who are increasingly demanding in terms of quality and innovation.

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