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34TH EDITION OF MILANO UNICA EXHIBITORS' TRUST AND TEAM PLAY REWARDED BY THE PRESENCE OF BUYERS (+16%)

COMPARED TO THE PAST EDITION, 2,850 (+10%) ITALIAN COMPANIES AND 750 (+35%) FOREIGN COMPANIES VISITED THE TRADE SHOW OF HIGH-END TEXTILES AND ACCESSORIES AT FIERAMILANO

“Thanks to the confirmation of 342 participating companies, representing +27% compared to the last edition of Milano Unica, and a consequently greater offer, we have recorded an increased number of visitors. Let me extend sincere thanks to the exhibitors and buyers who, despite the many uncertainties, have confirmed the unique and imperative characteristic of Milano Unica” said **Alessandro Barberis Canonico**, President of Milano Unica.

The curtain has fallen on the 34th edition of Milano Unica at Fieramilano Rho, where 342 participating companies, including 290 Italian and 52 foreign, showcased their



S/S 2023 collections of fabrics and accessories for menswear, womenswear and childrenswear. A total of **3,600** companies (+16%) visited the 34th edition of the Trade Show of Italian Textiles and Accessories. Compared to the previous edition, there was a considerable increase in the number of foreign companies (+35% total) from **United Kingdom (+195%), the Netherlands (+70%), Poland (+29%), USA (+26.5%) and France (+14%)**.

“The result of the 34th edition is certainly reflected by the increased number of exhibitors, but also by the changed mood in the market. The recovery in consumer spending, the reduced pressure of the pandemic and improved sales have definitely given an injection of confidence both to the increasing number of exhibitors and buyers looking for new stimuli for their collections. We also addressed an important and topical issue, that of technical training in the textile-apparel industry. Today, we are facing a paradox: on the one hand, companies are seeking technical professional profiles, and, on the other, the supply of such industrial experts seems to be insufficient, despite a high unemployment rate. The opinion expressed by Confindustria Moda Education Committee, together with the TAM network, in the person of Paolo Bastianello, was very interesting and, last but not least, the testimony given by Brunello Cucinelli in the Back to School event stimulated, motivated and provided valuable insights to the participating fashion school students,” - commented **Alessandro Barberis Canonico**, President of Milano Unica.

At the beginning of the traditional opening ceremony, a minute’s silence was dedicated to **Nino Cerruti**, the pioneering entrepreneur from Biella who recently passed away. The speech by the President of Milano Unica, **Alessandro Barberis Canonico**, opened the edition, focusing on the issues that the industry is currently facing, namely training and the recruitment of the specialized professional profiles needed to ensure the integrity of the Textile-Fashion supply chain. The speeches by **Carlo Maria Ferro**, President of the Italian Trade Agency ITA, **Cirillo Marcolin**, President of Confindustria Moda, and **Sergio Tamborini**, President of Sistema Moda Italia, provided further insight on the matter. The round table - “Skillful hands to design the future of the supply chain” – moderated by **Giulia Crivelli**, fashion editor of *IlSole24ORE*, followed with the participation of **Giovanni Brugnoli**, Vice-President of Confindustria with responsibility for Human Capital, **Paolo Bastianello**, President of Confindustria Moda Education Committee, **Roberto Peverelli**, President of TAM Network, **Francesco Ferraris**, President of Sistema Moda Italia Youth Group, and the contributions by two young former students of Textile Apparel Fashion vocational



institutes. The round table was concluded by a contribution from the Italian Minister of Education, University and Research, **Patrizio Bianchi**.

All the participants were introduced by the President of **Milano Unica**, who invited them to an informal discussion on the future of the industry and, more generally, of the fashion system. Sustainability, digitalization and greater flexibility are not the only challenges that need to be faced in order to maintain an active and prominent role in global competition: it is also important to develop attractive and gratifying working conditions for the younger generations, thanks also to the contribution of a renewed cultural and educational engagement from the competent institutions.

“Trade shows are fundamental for the positioning of our companies on foreign markets. This is why I feel to thank the exhibitors and visitors of this edition of Milano Unica and, in particular, the 45 foreign buyers brought here by the Italian Trade Agency ITA. I also hope that the event can contribute to accelerating the recovery of exports in the industry while concurrently structurally strengthening our companies on the ever-changing foreign markets,” said **Carlo Maria Ferro**, President of the Italian Trade Agency ITA, visiting the trade show today.

“The real challenge is training youth to acquire adequate skills and competencies that are in line with their characteristics, but also with the entrepreneurial model typical of our country, which is the second largest manufacturer in Europe after Germany. For this reason, orientation is a key topic. We must help youth and their families to discover the work opportunities offered by our companies, grasping and communicating the value, both cultural and social, of factory work, which has changed a great deal compared to the past. Our companies are, in fact, at the forefront in terms of sustainability, digitalization, technology and internationalization, and the new generations are very sensitive to all these themes. Therefore, our industry has all the ingredients and characteristics to be attractive. In this regard, the role played by the ITS vocational schools is essential, where companies actively engage in strategic training that ensures employment after graduation. Industry and training are the perfect combination to promote not only Made in Italy production but also the Made and Educated in Italy value,” added **Giovanni Brugnoli**, Vice-President of Confindustria with responsibility for Human Capital.

Once again, Milano Unica did not miss the appointment with digital technology, announcing further developments of its marketplace, **e-MilanoUnica Connect**, the



platform designed to help amplify the business activities and international relations of its exhibitors through the virtual extension of the trade show. All this has been made possible also thanks to the strengthening of the partnership with **Pitti Immagine**.

The participation of fashion and design students in the **‘Back to School’** event was a great success thanks to the empathetic contribution by **Brunello Cucinelli**, interviewed by **Alessandro Barberis Canonico**.

The synergy between **Milano Unica** and **Filo** continued also in this edition. Filo participated in the Tendenze Area with the proposal of exclusively sustainable yarns.

“I am not in the habit of patting myself on the back, but I believe it is important to underline the special success of this edition of Milano Unica. A success despite several uncertainties, starting from the pandemic trend and the less than exciting results recorded by the industry in 2021, which weighed on the accounts of our participating companies. The decision made by the Executive Committee to bet on the physical trade show and the confidence expressed primarily by the exhibitors and confirmed by the participation of buyers, have also rewarded the efforts concentrated in its complex organization to ensure a safe edition by implementing the strengthened protocols issued by the Health Authorities. This was also made possible thanks to the active collaboration of Fiera Milano. This result was also underscored by the media, and I would like to thank them for the attention dedicated to us. I would also like to extend special thanks to the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency ITA for their precious input and support, so important to the success of this event,” commented **Massimo Mosiello**, General Manager of **Milano Unica**.

Milano Unica warmly thanks the **Italian Ministry of Foreign Affairs and International Cooperation**, the **Italian Trade Agency ITA**, **Sistema Moda Italia** and the **Municipality of Milan** for their renewed sponsorship. In addition, Milano Unica thanks **Banca Sella** for the more than decennial collaboration and the sponsor **Lauretana**.

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