



16th edition of Milano Unica Shanghai – September 25-27, 2019

NUMBER OF EXHIBITORS UP (+12%)

Despite a slowdown in Italian exports, China+Hong Kong continues to be the first export market for Made-in-Italy textiles

Milan/Shanghai, September 2019. 47 high-end Made-in-Italy textile producers (+12% more than in the past September 2018 edition) participate in the 16th edition of **Milano Unica Shanghai**, which will be held from September 25 to September 27, in the exclusive showcase of the Milano Unica Pavilion, concurrently with Intertextile Shanghai, the world's largest textile trade show.

Milano Unica Shanghai is the venue where the collections of fabrics for the A/W 2020/2021 season will be presented, a very important appointment for sector operators. Despite the current uncertainties regarding the Chinese economy and the unrest in Hong Kong in recent months, which had also repercussions on our exports in the first half of 2019, China and Hong Kong still are the first export market for Italian fabrics.

Milano Unica Shanghai is an established window on the Chinese market for the best



Italian textile companies, lending substance to the image of Made-in-Italy production, made possible by the active collaboration with the Italian Trade Agency ICE and the support of the Italian Ministry of Economic Development

Over the first 5 months of 2019, total exports towards China and Hong Kong, equal to more than euro 144 million, dropped by 7.9% against the same period of 2018. The concurrent increase in imports of fabrics from China+Hong Kong (+10.9%) cancelled the essential break even of the sector's trade balance between Italy and China, which had been reached for the first time in 2018. The performance of China+Hong Kong is echoed by the negative trend of Germany (-16.9%), largely offset by the double-digit positive results of Japan (+16.1%), Bulgaria (+12.6%), Portugal (+10.3%), the United States (+11.9%) and France (+3.5%), which contributed to limiting the overall negative result of exports of Made-in-Italy fabrics (-2.2%).

“The positive determination of our exhibitors, accompanied by the quality of the collections presented in this 16th edition of Milano Unica in China, demonstrates that Italian textile producers are fully aware of the strategic importance of this market. Data for the first part of the year and projections are not rosy for 2019, but we know that we must look to the future, because the China+Hong Kong market is key for the future of the Italian textile industry. The situation in Hong Kong, the uncertainties arising from the tariff war between China and the United States, the slowdown in the Chinese economy, are uncontrollable variables in a scenario in which we must continue to be present, leveraging on the strength of the quality, creativity and sustainability of our offer,” said **Ercole Botto Poala, President of Milano Unica.**

“Despite the economic slowdown, GDP in China was up 6.2% at the end of the first half of 2019 in line with expectations of a less explosive but more sustainable growth rate. Although the drop in consumer spending is a cause for concern, there's apparently no risk of a sharp braking of Chinese economy. The Italian Trade Agency ICE is increasing investments in China to support Italian companies operating in a weakened international context and in an increasingly competitive market. The Italian textile sector can count on Milano Unica Shanghai platform - which our Agency strongly supports -, contributing to the creation of the best showcase for Italian products that stir interest and admiration among Chinese consumers, who are increasingly attentive to quality and innovation, the main characteristics of the Italian textile districts,” contributed **Massimiliano Tremiterra,** Director of the Italian Trade Agency ICE of Shanghai.



“The substantially equal mix of exhibitors presenting the collections of fabrics for menswear, womenswear and kidswear further confirms that Italian producers are fully aware of the opportunities that the Chinese market offers, and not only for those who produce combed or worsted wool fabrics. We must be determined, to navigate into the wind and defend our competitive advantage; we know that we must elevate our quality and diversify our offer, which goes increasingly hand in hand with a strong and qualified commitment to product and production process sustainability. This latter theme, key to safeguarding our planet, is not only the prerogative of the industrialized Western countries, but involves the People’s Republic of China in the front lines along with growing sectors of its civil society,” added the **President of Milano Unica**.

“Our answer to the increased number of exhibitors and, hopefully, of visitors - the result of an accurate selection – is an exhibition focused on facilitating the establishment of contacts between demand and supply. Thanks to the collaboration with the Italian Trade Agency ICE, Milano Unica is ready to provide services to Italian textile producers to help them face a high-potential, but difficult market, especially for those manufacturers who do not have the commensurate size. At the same time, Milano Unica never forgets its responsibility to promote a qualified image of Italy in China,” underlined **Massimo Mosiello**, General Manager of Milano Unica.

Special thanks to the **Italian Ministry for Economic Development**, the **Italian Trade Agency ICE**, **Sistema Moda Italia** and **Banca Sella**.