



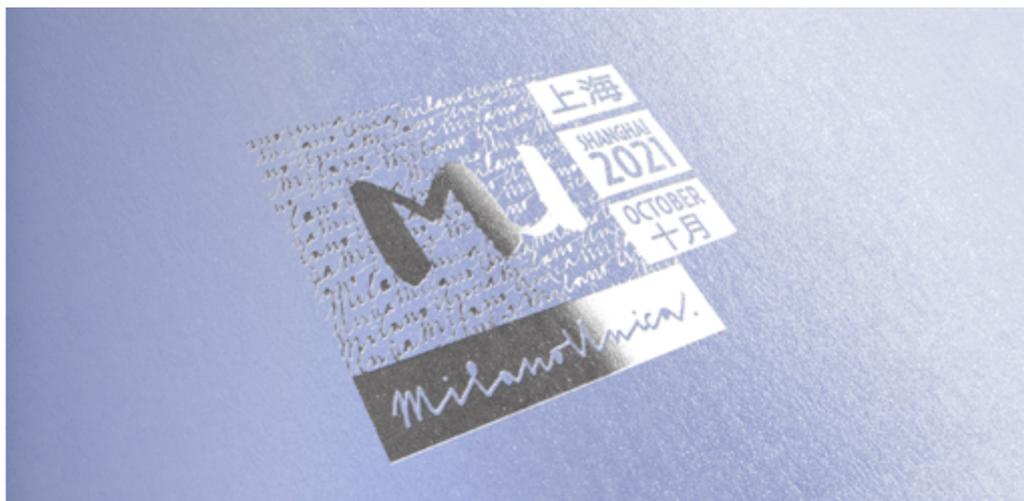
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ITALIAN TRADE AGENCY
ICE - Agenzia per la promozione all'estero e
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意大利对外贸易委员会



MILANO UNICA SHANGHAI

OCTOBER 9-11, 2021: ITALIAN COMPANIES REPRESENTING MADE-IN-ITALY PRODUCTION PARTICIPATE TOGETHER IN INTERTEXTILE APPAREL FABRICS

ITA, the Italian Trade Agency for the promotion abroad and the internationalization of local companies, carries on its mission by organizing the **17th edition of Milano Unica Shanghai**, within the context of the Intertextile Apparel Fabrics Trade Show dedicated to textiles and accessories for the apparel industry.

“ITA’s financial and organizational support to Milano Unica Shanghai has an even more strategic value in this delicate global economic scenario. Milano Unica represents the flagship of our textile industry, which is very much appreciated by the Chinese consumers, who are increasingly attentive to quality and innovation, which are the distinctive features of our Made in Italy products. Participation in the trade show is a sign of recovery for Italy and we are confident that we will soon see the results in the Chinese market,” said **Augusto Di Giacinto**, Director of ITA Shanghai.

October 9-11, 2021, these are the dates for the collective event that will take place in Shanghai, with the participation of companies managed by local representatives,



which will exploit the opportunity to showcase their collections to the Chinese market in the Milano Unica hall. After the many editions of the past years with the participation of more than 60 companies, the upcoming edition will be characterized by renewed confidence and determination on the part of the participating exhibitors, currently 36, presenting their proposals for the next season.

The two main pillars that are necessary to effectively enter the Chinese market and fundamental for Italian exports are **authenticity and seamless creativity**: values that Milano Unica has never neglected.

“China is a fundamental market for Made in Italy production, which is considered by Chinese consumers as a seal of top credibility and high creative and productive content. The Design-in-Italy and Made-in-Italy concepts give a very important added value to Chinese consumers, who look for the Italian quality and authenticity that are an integral part of the collections presented by the companies at Milano Unica Shanghai.”

“Precisely for this reason, according to a reliable analysis by Bain & Company, the Made in Italy luxury market is expected to become the first market in China by 2025, making for 50% of local purchases,” said **Alessandro Barberis Canonico**, President of Milano Unica.

“With the valuable support of ITA, the Italian Trade Agency, we have been investing in the Shanghai trade show for years, and we hope that, even though we are not directly present in the area, everyone’s efforts will be rewarded by the possibility of maintaining or even increasing sales on the Chinese market,” concluded Barberis Canonico.

Due to the current Covid-19 related safety regulations in China, access for exhibitors will only be allowed to companies with a local representative.

For buyers, press and local visitors, access is granted to all accredited operators with a regular invitation, who will access the area dedicated to meeting exhibitors and viewing the A/W 2022/23 collections.

At the following link is the complete list of the exhibitors participating in the Shanghai trade show: www.milanounica.it/download_file/4317/0

For additional information:

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