



15TH MILANO UNICA SHANGHAI VISITORS UP + 20%

ERCOLE BOTTO POALA (PRESIDENT OF MILANO UNICA):
"A VERY POSITIVE EDITION WHICH CONFIRMS THAT BY TEAMING UP WE CAN
OBTAIN POSITIVE RESULTS AND UNDERSTAND EVEN BETTER HOW THIS HUGE
STRATEGIC MARKET IS EVOLVING"

Shanghai, March 15, 2019. The 15th edition of Milano Unica Shanghai (March 12-13-14, 2019), organized in collaboration with Intertextile, the world's most important textile trade show, closed yesterday with widespread satisfaction for the participation of Chinese buyers and, in particular, making up for those who did not attend the 28th edition of Milano Unica in February, scheduled in concomitance with the Chinese New Year festivities.

There were also buyers from other Asian countries, particularly South Korea and Japan, but also India, the Russian Federation and Saudi Arabia, contributing to the achievement of the excellent result (+20% in attendance compared to the March 2018 edition).



"Despite macro-economic data are depicting a distressed Chinese market, I am once again positively surprised by the demonstration that teaming up helps everyone to achieve positive results. This edition also confirmed the strategic nature of the presence of Milano Unica in China, not only because it provides a qualified contribution to the growth of our exports in this immense country, but, above all, because it allows real-time monitoring of the fast changes taking place in this large market. Specifically, the increasingly close correlation between technology, quality and product sustainability. Being present in China helps us to understand better and more quickly how the market will evolve in the future, which means, for our industry, taking into account not only fabrics for menswear, but extending opportunities to include fabrics for womenswear and childrenswear," commented **Ercole Botto Poala**, President of Milano Unica.

"The presence of Italian companies in Shanghai, coordinated by Milano Unica, is a fundamental appointment to confirm the global leadership of high-quality Made-in-Italy products. The Chinese market, which is increasingly becoming sophisticated and demanding in terms of innovations, must be closely monitored and followed on an ongoing basis. ICE Agency assists Milano Unica and the companies operating in the textile and apparel sector, supporting them in China, the market that offers significant and unparalleled growth margins to Italian operators," commented **Massimiliano Tremittera**, Director of the Shanghai ICE Agency.

"The proactive collaboration of ICE Agency, the contribution of the Italian Ministry for Economic Development and the support of Sistema Moda Italia confirmed once again the importance of public-private partnerships. Thanks also to these unfailing contributions, the setting up and organization of the Italian Pavilion resulted in widespread satisfaction and appreciation among the 46 exhibitors and participating buyers. A particularly positive appreciation came from the exhibitors who have participated in this edition for the first time. Once again, we succeeded in conveying the message of the exclusivity of Made-in-Italy products to an increasingly carefully selected public. The importance of the collaboration between the public and private sector must be once again underlined for the development of these projects. We will be in Shanghai again on **September 25-26-27** within Intertextile, but we are also confident to meet Chinese buyers at the next Milano Unica edition, scheduled on **July 9-10-11 at Fiera Milano Rho**," concluded **Massimo Mosiello**, General Director of Milano Unica.

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