



EXHIBITORS AND CLIENTS SATISFIED AT MILANO UNICA SHANGHAI IN THE WORLD'S LARGEST MARKET FOR ITALIAN TEXTILE EXPORTS

ERCOLE BOTTO POALA COMMENTS ON THE 13TH EDITION
CLOSING TODAY WITH AN INCREASING NUMBER OF SAMPLE ORDERS AND
ORDERS

Shanghai, March 16, 2018. The curtain falls today on the 13th edition of Milano Unica Shanghai. Exhibitors expressed their satisfaction as clients already placed orders at the trade show and this is the key point confirming that Milano Unica serves as a flywheel for the process of internationalization of Italian high end fabric producers in China.

Client visits were in line with the previous editions.

"The Chinese market never ceases to surprise for the speed with which it evolves and grows. It is absolutely thrilling to follow this growing trend in terms of expertise accrued by operators, analyze their styles, transfer knowledge and present products that excite admiration and emotions. It was a fantastic edition at the Italian Pavilion for all of our 44 exhibitors, all businesses representing the core of the Italian textile industry, which find new great opportunities in a steadily growing market," said **Ercole Botto Poala**, President of Milano Unica and himself an exhibitor.

The Chinese market is unique, because it is broad and extremely fragmented, still elitist and niche. However, a Chinese niche contains such a large number



of clients of luxury goods that they equal half the population of Europe. Still, the elite exists, compared to the rest of the Chinese population. Men, women and children are the sectors of reference for our textiles, with men's fabrics playing a central role. This is not surprising if we take into consideration the recent past, with a growing trend for leisurewear fabrics in addition to wool.

"The success of Milano Unica in China is evidence that the economic investments and trust injected in this jewel of a trade show, representing a benchmark of quality translated into style, were absolutely worth it. This is also evidence of an authentic public-private collaboration with a view to developing strategies for business internationalization," added **Massimiliano Tremiterra**, Director of ICE Agency, Shanghai.

*"Being present in China is important, as is the strategic monitoring of the evolution of its social trends. We will be back on **September 27-28-29** with Intertextile, which, thanks to the input provided by Milano Unica, also opportunely anticipated the date of its show. Apropos of social trends, I take this opportunity to announce that the presentation of "Trends", the new international trends for FW 2019-20, is scheduled for March 28 in Milan,"* concluded **Massimo Mosiello**, General Director of Milano Unica.

For additional information

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