



**THE SATISFACTION OF EXHIBITORS AND THE HIGH QUALITY OF CLIENTS
CONFIRM THE SUCCESS OF MILANO UNICA SHANGHAI 12TH EDITION.**

BUYERS' CHOICES, INCREASINGLY FOCUSED,
WITNESS TO THE MATURITY OF THE CHINESE MARKET

Shanghai, October 13, 2017. Last day of Milano Unica Shanghai 12th edition. The exhibitors' satisfaction is the criterion that confirms Milan Unica as the strategic supporter of high end Italian mills in the Chinese market.

*"This market is constantly changing, and changes in numbers are always to be expected. The decrease in visiting clients is very slight if compared to the exceptional outcome of October 2016. This confirms China as a strategic outlet for Italian textiles: Milano Unica Shanghai is, by all means, the fair that controls one of the few markets that provide, each edition, new potential clients truly interested in Made in Italy productions. The global market is increasingly focusing on few big clients while our pipeline, rich and yet fragmented among small-medium sized mills, need new energies: China, together with Hong Kong, is the first outlet in the world for Italian textile export and represents the best opportunity that Milano Unica offers abroad. However, few Italian mills were daring enough to grasp this exceptional opportunity so far. Before I conclude, let me inform on the recent dialogue between our organization, Intertextile and CCPIT (the Chinese partner) on the opportunity to bring the October date forward, should the location – among other issues - be available", says **Ercole Botto Poala**, President of Milano Unica and Exhibitor.*



“Milano Unica and Italian Trade Commission renew the invitation to participate in the March 2018 appointment. Enterprises must be present in this Continent in order to grasp the social trends. Over time, this difficult yet constantly growing outlet becomes more approachable with all its opportunities” comments **Massimiliano Tremittera**, Director of ICE Shanghai.

“By the way, Social Trends are the object of next Milano Unica’s event. On October 25, the 26th edition will be launched at the S/S 2019 international trends presentation that will be held in Milan” says **Massimo Mosiello**, Milano Unica’s General Manager.

For further info

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