



MILANO UNICA'S 13TH EDITION IN SHANGHAI – MARCH 14-16: A WINDOW ON HIGH END TEXTILES IN ITALY'S MOST IMPORTANT EXPORT MARKET

DOMESTIC DEMAND IS INCREASINGLY SPECIALIZED AND HIGH TECH.
MILANO UNICA TRENDS' APPEAL: "SAVE THE PLANET"

Shanghai, March 14, 2018. *"China and Hong Kong confirm their standing as the first export market for our fabrics, with a growth rate exceeding 12% in 2017. In the eleven months of 2017, exports to China in almost all segments posted double digit growth. The figures and the high quality of the clients who visited the last edition of Milano Unica Shanghai in March 2017 and the increased attendance (+19.6%) of Chinese buyers at Milano Unica in Milan last February testify to the growing interest of China towards high quality,"* said **Ercole Botto Poala**, President of Milano Unica, interpreting the figures.

44 businesses present their S/S 2019 collections at the **Milano Unica Pavilion**: an elegant venue facilitating contact between Italian textiles companies and the Chinese market to foster further development; a successful initiative that has staked a place for itself in a broad and fragmented market, thanks to the organizational collaboration of ICE Agency and the practical support of the Italian Ministry of Economic Development.

"After a temporary lull, Chinese consumers have returned to the high-end and luxury market, eyeing it with renewed interest. Last year, the growth rate exceeded 20%, mainly supported by young consumers (e.g. the Millennials), making for 30% of market demand. They have a higher spending power, are well informed on fashion trends and increasingly focused on personalization. ICE Agency is following this evolution with particular interest, as it offers great opportunities for Italian businesses," said **Massimiliano Tremitterra**, Director of ICE Shanghai.



Chinese buyers are traditionally technology oriented and they are currently taking a turn to high tech, forcing the entire sector to increasingly and more quickly adjust to demand.

High tech was a key point of interest at the 26th edition of Milano Unica last February, as was sustainability. What is the Chinese market's view on the "Save the Planet" concept, the appeal launched by the Milanese trade show with the presentation of the SS 2019 trends? Several international reports reveal that the Chinese position on these aspects is not as strong as it is on technology, but certainly changes are taking place, with long lasting reverberations that could ripple throughout the entire country.

Luxury brands, including Italian textiles producers, present their collections based on sustainable principles in a growing scenario of public awareness in China, convincingly summarized in the Chinese leader Xi Jinping's objective of clear sky in three years.

"Once again I believe it is necessary to underline that exports of textiles to China are both direct – thanks to the growing awareness of local fashion houses and evolved consumers – and indirect – through the consumption of Italian and foreign garments produced with Italian fabrics. Leveraging on the commitment of the textiles-fashion sector towards the implementation of "Save the Planet"-oriented actions, we will be in a position to promote a culture of sustainability in China, increasingly supporting another value that joins the other – numerous – advantages already offered by Made-in-Italy production," said Ercole Botto Poala.

*"Another strategic novelty, meant to better meet the needs of the Chinese market, is the outcome of the negotiations held with the partners - Messe Frankfurt (HK) Ltd and CCPIT – anticipating the **Milano Unica Shanghai** trade show within Intertextile **in the month of September**, starting from the next FW collections. The trade show will be held **from Thursday, September 27 to Saturday, September 29, 2018**. The venue remains the same," concluded Massimo Mosiello, General Director of the Trade Show.*

Before the Shanghai appointment in September, **the 27th edition of Milano Unica in Milan** will present the SS 2019 collections **from July 10 to July 12, 2018**. Milano Unica thanks the **Italian Ministry for Economic Development**, the **Italian Trade Promotion ICE Agency**, the **Municipality of Milan**, **Sistema Moda Italia** and **Banca Sella** for their invaluable and unfailing contribution.

For additional information

Milano Unica Press Office

Susi Castellino - Tel. +39 02 6610 1105- +39 334 6014386

Sergio Vicario (Metafora) - Tel. +39 02 45485095/6- +39 348 98951



ECONOMIC NOTES

Considering the first 11 months of 2017, China + Hong Kong confirm their status as the top export market for Italian fabrics. Total exports account for euro 352 million, with approximately 40% resulting from combed wool fabrics, followed by cotton, knits and worsted wool.

All these segments recorded growth rates in the period considered, except for linen, thus contributing to narrowing the gap to reach break even in trade balance. The data, however, reflect the almost total absence of imports of fabrics from Hong Kong.

In fact, considering only China, the only segments with a positive trade balance performance are combed wool and, some distance behind, worsted wool. It should be noted that, in the first 11 months of 2017, exports of all the segments towards China grew at double digit rates.