



## 15th EDITION OF MILANO UNICA SHANGHAI, MARCH 12-14, 2019: TO EXPAND TO AN INCREASINGLY STRATEGIC MARKET FOR HIGH-END MADE-IN-ITALY FABRICS

Milan/Shanghai, March 2019. **46 companies (+9%** compared to the March 2018 edition) will participate in Milano Unica Shanghai from March 12 to March 14, presenting their *S/S 2020* collections in the exclusive showcase of the **Milano Unica Pavilion** within the framework of **Intertextile Shanghai**, the world's largest trade show for textiles. A can't miss appointment for Italian textile producers intending to expand on the Chinese market, made possible thanks to the proactive collaboration of ICE Agency and the support of the Italian Ministry for Economic Development.

Considering the first 11 months of 2018, China and Hong Kong are confirmed as the first market for our fabrics. Total exports of over euro 365 million (+3.7% compared to the same period of 2017, but with a better performance than exports to Hong Kong) were essential to maintaining a balance of trade in the sector between Italy and China.

Exports of textiles to China contributed to a 2.9% increase in total exports to non-EU countries,



against a drop of -3.5% recorded by intra-EU exports, where Germany, although in decline, still remained the second largest market, with a value of about euro 315 million.

*"Also in 2018, China, together with Hong Kong, confirmed its leadership position as a market for our fabrics, and is still growing. This performance essentially contributes to maintaining the segment's balance of trade at breakeven. The data, at least for our industry, dispel concerns associated with the Beijing government's promotion of Chinese products, meant to foster growth in domestic spending. In this fifteenth edition we also expect to reach out to that portion of Chinese buyers who, given the scheduling conflict with the Chinese New Year celebrations, did not come to Milan in February,"* commented **Ercole Botto Poala**, President of Milano Unica.

*"With a Chinese textile industry that presents an ever-expanding demand, offering the support of ICE Agency to a platform like Milano Unica - which boasts among its exhibitors the most important companies of the Italian national panorama of the sector - outlines a strategy of internationalization for the entire national textile and apparel industry, while also playing the role of accelerator for the future expansion of smaller companies,"* continued **Massimiliano Tremitera**, Director of the Shanghai ICE Agency.

*"The 2018 performance of the export mix of our fabrics confirmed that China is further consolidating the growing trend for the demand of fabrics and accessories for women and children, alongside the traditional fabrics for men. An opportunity to be pursued with great attention and determination, without falling into the trap of thinking that the Chinese market is only looking for combed wool. We can do this by raising the quality of our offer even higher, starting with our commitment to sustainability, which is becoming a key factor in China, too,"* the President of Milano Unica added.

It should be noted that exports of cotton fabrics and knits (jersey) together make for over 30% of our total. It is undoubtedly true that the greatest contribution (approximately 42% of the total) is derived from exports of combed wool, worth over euro 150 million.

*"The promising increase in the number of exhibitors and, even more, the double-digit growth in the display modules is evidence of the fact that Italian high-end textile producers are fully aware of the importance of the Chinese market, as well as of our trade show. I also confirm the date for the next*



A/W 2021 collections, in agreement with our partners Messe Frankfurt (HK) Ltd and CCPIT: September 25-27," concludes **Massimo Mosiello**, General Director of Milano Unica.

The 29th edition of Milano Unica with the presentation of the A/W 2020-2021 collections will be held on July 9-10-11 at Fieramilano Rho.

A special thank to the **Italian Ministry for Economic Development**, ICE Agency, **Sistema Moda Italia** and **Banca Sella**.

#### **For additional information**

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