



Milan, February 1, 2022



34TH EDITION OF MILANO UNICA, FEBRUARY 1 AND 2, 2022: THE FUNDAMENTAL VALUE OF TRAINING FOR THE RECOVERY OF THE SUPPLY CHAIN

Although the economic scenario and the health emergency stemming from the Covid-19 pandemic are still strongly characterized by uncertainties, the 34th edition of *Milano Unica*, taking place today and tomorrow at Fiera Milano Rho and showcasing the collections of high-end textiles and accessories for menswear, womenswear and childrenswear for the Spring/Summer 2023 season, has recorded a growing number of exhibitors (+27%) against the previous July 2021 edition, which traditionally attracts more companies. In this edition there are 343 exhibitors, of which 291 Italian (+30%) and 52 foreign (+13%). With their participation, they are contributing to demonstrating trust and confidence in the future of a strategic sector of Made-in-Italy manufacturing.

The traditional Opening Ceremony, introduced by the President of *Milano Unica*, **Alessandro Barberis Canonico**, spotlighted issues regarding training and



recruitment of the specialized professional profiles needed to ensure the integrity of the Textile-Fashion supply chain, which represents the extraordinary added value of Made-in-Italy production. After the speeches by **Cirillo Marcolin**, President of Confindustria Moda, **Sergio Tamborini**, President of Sistema Moda Italia and **Carlo Maria Ferro**, President of the Italian Trade Agency ITA, the topic, enriched by the final greetings from the Italian Minister of Education, University and Research, **Patrizio Bianchi**, was debated in the round table “*Skillful hands to design the future of the supply chain*”, coordinated by **Giulia Crivelli**, journalist of the IlSole24ORE, with the participation of: **Gianni Brugnoli**, Vice-President of Confindustria with responsibility for Human Capital, **Paolo Bastianello**, President of the Confindustria Moda Education Committee, **Roberto Peverelli**, President of Rete TAM, **Francesco Ferraris**, President of Sistema Moda Italia Youth Program and contributions by two young former students of Textile Apparel Fashion vocational institutes.

In his introduction, the President of *Milano Unica*, **Alessandro Barberis Canonico**, focused on the disaffection to textile manufacturing on the part of the younger generations, partially due to a 19th century-related perception of working in production plants. “*This, however, has no place in modern manufacturing, where, instead, new technical competencies dominate, in combination with artisanal workmanship. Giving work in production plants its value again, through and with adequate technical and cultural training, means involving the institutions along with families. Salary issues should not be underestimated and must be addressed at various levels, but, above all, with a courageous long-term tax relief plan covering youth employment,*” said the President of Milano Unica.

In relation to the difficulties faced by the industry in 2021, Barberis Canonico added: “*The weak performance of our exports, especially with regard to the traditional, top export markets, made for an incomplete recovery from the negative results of 2020, despite the comprehensive robust growth rate recorded by the Italian economy and manufacturing and the recovery in international trade. Last but not least, in the second half of 2021, price increases, difficulties in the procurement of raw materials and semi-finished products, increased shipping costs and rising energy prices have all had an impact on our industry, making the management of their accounts even more complicated for most of our companies.*”

The trade show returns to occupy three halls, showcasing the proposals of **Ideabiella**, **Shirt Avenue** and **Moda In**, in addition to the **Special Areas** and **Innovation**



Area, the return of 5 exhibitors of the Korea Observatory and 12 companies of the Japan Observatory. From the main entrance, customers and visitors will immediately plunge into the area dedicated to **MU Tendenze & Sustainability**, increasingly focused on the proposals of sustainable materials. To complete the exhibit, there are the booths with the proposals of the **designers** and the **MU Info & Style** analyses in addition to the special projects of **Woolmark, Filo, Linen Dream Lab** and the precious presence of the loyal partners of Milano Unica, **Banca Sella** and **Lauretana**.

This edition also marks the return of the **Back to School** appointment, with the significant contribution of Brunello Cucinelli, who will meet the students of the main fashion and design schools.

“In 2021, Italian exports exceeded pre-Covid levels. In the first 11 months of the year, exports of apparel textiles grew by +9.9%. However, the growth rate is insufficient to compensate for the downturn caused by the pandemic in 2020, with the fashion segments being among the most affected. There is much to be done to recover and reposition the industry on the new consumer spending paradigms, characterized by digital technology and sustainability. Trade shows are instrumental in promoting Italian companies on foreign markets. The fashion industry is currently showing determination and resolve to maintain the calendar of events: from Pitti at the beginning of the year to the Milan fashion weeks and Milano Unica today, with the unfailing support of the Italian Trade Agency ITA. In particular, in these three years, Milano Unica has succeeded in organizing all its editions. Chapeau to the organizers and exhibitors. Also the theme for this year dedicated to human capital is key in this moment of reaction and vision to translate the recovery into a structural improvement of the competitive positioning of our companies on the new markets. The Italian Trade Agency ITA, with the 19 new actions put in place as part of the Export Agreement, supports SMEs in facing this new challenge. Enjoy the trade show!” said **Carlo Ferro**, President of the Italian Trade Agency ITA.

“Also in this edition, despite the many doubts due to the current scenario, we have worked and organized – in close collaboration with Fiera Milano - a physical trade show ensuring maximum safety, in line with the standards of quality and uniqueness that have always characterized Milano Unica. In the meeting between supply and demand, physical contact with the materials is a necessary and distinctive condition for the textiles and the accessories industry. E-MilanoUnica Connect, the marketplace



platform, remains available as an effective commercial and remote communication tool. It plays a complementary role, and is no substitute,” said the General Manager of Milano Unica, **Massimo Mosiello**.

Our commitment has already received a first, important recognition in the encouraging participation of the exhibitors, who, in these two days, will hopefully be rewarded by the participation of specialized visitors.”

*“I would like to extend my informal thanks to the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ITA**, for their precious input and support, so important to the success of this and other editions of the trade show,”* concluded the General Manager.

For additional information:
Milano Unica Press Office (Tel. +39 02 6610 1105)
Alessandra Ardenzi (Mob. +39 335 677 46 20)
Daniela Scardi (Mob. +39 3661964979)