



16TH EDITION OF MILANO UNICA SHANGHAI

THE REDUCED NUMBER OF VISITORS OFFSET BY THE QUALITY OF THE CONTACTS

Ercole Botto Poala: “given the current economic situation in China, we were rather worried, but the satisfaction of our exhibitors cleared up all doubts”

The **30th edition of Milano Unica** will be held on **February 4-5-6, 2020** at Fieramilano Rho. The **17th edition of Milano Unica Shanghai** will be held on **March 11-13, 2020**.

The **July editions at FieraMilano Rho** for the next four-year period:
 in **2020: July 7- 9**; in **2021: July 6 - 8**;
 in **2022: July 12 - 14**; in **2023: July 11 - 13**

Shanghai, September 27, 2019 – The 16th edition of Milano Unica China, which saw the participation of 47 exhibitor companies (+12% vs the September 2018 edition), held



in Shanghai from September 25 to September 27 in collaboration with Intertextile, the world's largest trade show for textiles, closed with a comprehensive general level of satisfaction of exhibitors.

Despite a reduced number of visitors, almost all exhibitors expressed satisfaction for the quality of the contacts and orders collected directly at the trade show. Worth noting are the positive comments of the companies presenting textile collections for womenswear and kidswear. Also worth noting was the presence of buyers from Japan, Australia, the United Arab Emirates and the United States.

“Our exhibitors expressed a comprehensive general level of satisfaction for the quality of contacts established during the trade show despite the 10% drop in the number of visitors due to two main factors. Certainly, the situation of economic uncertainty in China weighed along with the more general slowdown of global economies, but I believe that the most relevant reason lies in the fact that Chinese companies and Chinese designers, and, more in general, the Far East as a whole, have now come to a point where they need to significantly anticipate the presentation of their collections. This is also confirmed by the sales office of different companies that had already visited all their clients in the months of August and September. This problem highlights the need for anticipating the date of the Chinese appointment, which, on the other hand, confirms our decision to schedule our trade show in Milan in the month of July. In this edition too, Milano Unica Shanghai confirmed to be a key appointment for an increased presence of Italian producers of high-end textiles in the Chinese market. The comments made by the buyers, also from different nationalities, were positive not only in relation to the quality of the collections on display but also in relation to the attention paid to sustainability. Lastly, I would like to underline the satisfaction expressed by the producers of textiles for womenswear, confirming that Milano Unica Shanghai is not only the trade show for menswear wool textiles,” commented **Ercole Botto Poala**, President of Milano Unica and also an exhibitor himself at the trade show.

“The success of this edition confirms the fact that also in a delicate economic context like the current one faced by the textile industry, it is of the essence to remain present in the Chinese market. As matter of fact, it is namely the presence of the most structured, innovative and sustainable Italian companies – like the ones participating in Milano Unica – that can contribute to maintaining exports of Made-in-Italy high-end textiles to China,” added **Massimiliano Tremitterra**, Director of the Italian Trade Agency ICE in Shanghai.



“The general satisfaction of exhibitors for the quality of the contacts rewards also our work in the selection of the invitations through an accurately and constantly checked and updated list. In this edition too, Milano Unica confirmed to be a key tool for a large and complex market like China. Once again, the precious support of the Italian Trade Agency ICE in Shanghai has contributed to the success of the trade show,” concluded **Massimo Mosiello**, General Director of Milano Unica

“We have decided to announce the dates of the July editions of Milano Unica well in advance at the request of many exhibitors, which need to work on certainties to plan their participation in trade show events. This is also meant to confirm our choice, that of anticipating the appointment from September to July, which is now final. The results in terms of attendance and the satisfaction of the exhibitors are constantly and steadily growing every edition compared to the previous appointments in September and this confirms that we have made a farsighted decision, which is very much in line with the changing needs of the market. The July edition is now a fixed appointment,” explained **Ercolo Botto Poala**, President of Milano Unica.

Milano Unica thank the Italian **Ministry for Economic Development**, the **Italian Trade Agency ICE**, **Sistema Moda Italia**, the **Municipality of Milan** and **Banca Sella**.

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