



## MILANO UNICA 30<sup>TH</sup> EDITION



## ATTENDANCE SLIGHTLY DOWN (-2%) COMPARED TO THE FEBRUARY 2019 EDITION

Ercole Botto Poala, President of Milano Unica: “Concerns arising from the Chinese epidemic outbreak were overcome by the quality and number of attending buyers and by the satisfaction of the exhibitors”

The 31st edition will be held on July 7-9, 2020 always at the Fiera Milano Rho

*Milan, February 6, 2020* – The 30th edition of **Milano Unica**, the Italian trade show of textiles and accessories, which was held at **Fiera Milano Rho** from February 4-6, with the participation of a slightly higher number of exhibitors (477), recorded an essentially confirmed number of visitors, much lower than the decrease that has affected most of the trade shows in the second half of 2019 and overcoming the concerns arising from the coronavirus epidemic and the concurrent textile trade show taking place in Munich.

The 30th edition of **Milano Unica** was officially opened during the Opening Ceremony by **Ercole Botto Poala**, President of Milano Unica, followed by the contributions from Mae-



stro **Michelangelo Pistoletto**, **Marino Vago**, President of Sistema Moda Italia, **Carlo Maria Ferro**, President of the Italian Trade Agency, and **Ivan Scalfarotto**, Undersecretary of State at the Italian Ministry of Foreign Affairs and International Cooperation.

In his closing speech, Ercole Botto Poala, recalling the approached end of his mandate, thanked all those institutions, exhibitors and people, who have helped him since 2016 to win two important challenges. The first is the anticipation of the edition to the month of July to present the A/W collections of fabrics and accessories for the following year; the second regards the challenge of sustainability, which in this edition has merged with creativity in the Tendenze Area.

Before his successor, **Alessandro Barberis Canonico**, CEO of Vitale Barberis Canonico and President of Ideabiella, joined him on the podium to receive a symbolic frame representing the trade shows that gave birth to Milano Unica, the President of Milano Unica invited the audience to enjoy a video retracing the most significant steps - from 2005 to 2020 - of the Italian Textile Trade Show, through the stylized portraits of the 4 presidents.

Compared to the February 2019 edition, Milano Unica registered a growing number of companies from the following countries: USA (+15%), Turkey (+14.5%), Poland (+12%), the Netherlands (11.5%), Switzerland (+10%), Romania (+10%), Portugal (+10%), China (+7.5%), UK (+1%). Spain and France were stable, while a reduction in attendance was recorded from Germany (-16%), Japan (-36%) and Italy (-2%).

*"2019 has been a difficult year for the industry, as evidenced by the decline in overall sales and exports of textiles and 2020 did not start under the best auspices, given the two extraordinary events we are facing with the Chinese epidemic and the drought and bush fires in Australia. In fact, uncertainties are growing both in terms of revenues from exports and the rising costs of essential raw materials, such as wool and cotton. Nevertheless, we must raise the bar of our commitment even higher, putting sustainability of products and processes, along with creativity, at the core of our offering. However, sustainability must be translated into a measurable and comparable number in order to avoid to reduce its value to a mere virtual marketing tool,"* said **Ercole Botto Poala** during the Opening Ceremony.

*"I leave to Alessandro Barberis Canonico a healthy trade show, that starting from next year will have to compete also against the impact of the already resolved anticipation*



*of the dates by the other trade shows. We knew already about the decision made by Première Vision to anticipate the dates of the event to February and July. On our side, we confirm the July dates until 2023 as already announced: July 7,8,9, 2020; July 6,7,8, 2021; July 12,13,14, 2022 and July 11,12,13, 2023. The anticipated dates resolved by PV is evidence of our farsighted choice, made three years ago, that promptly responded to market indications. We are aware of the difficulties of the overlapping in the first week of February 2021, the period in which Milano Unica has always presented its collections, but we will do our best to face the problem effectively. I hope that Italian exhibitors recognize the strategic meaning of the challenge by leveraging on the relevance of teaming up, a value that Milano Unica has been promoting for its 15 years of life,” concluded the President of **Milano Unica**.*

*“The 30th edition of Milano Unica confirmed again to be an essential appointment in the international panorama of textile trade shows, with a general positive satisfaction of buyers and exhibitors. The edition presented a wealth of ideas and creative initiatives, including the installation by Maestro Michelangelo Pistoletto and the various events dedicated to students, like the “Back to school” initiative, featuring entrepreneur Remo Ruffini, Chairman and CEO of Moncler, who met a thousand young students from fashion and costume schools, and the “Eyes on me” area, showcasing the collections of 27 newly graduates from the Piattaforma Sistema Formativo Moda schools. Once again, the result comes from the positive teamwork involving all stakeholders and is made possible by the irreplaceable support of the Italian Ministry of Economic Development and the extraordinary collaboration of the Italian Trade Agency. A result that was also possible thanks to the unfailing commitment of the entire staff and collaborators of Milano Unica,” added **Massimo Mosiello**, General Manager of Milano Unica, who has been at the helm of the textile-accessories event since its first edition.*

**Milano Unica** extends special thanks to the **Italian Ministry of Foreign Affairs and International Cooperation**, the **Italian Trade Agency ICE**, **Sistema Moda Italia** and the **Municipality of Milan** for the confirmed sponsorship. In addition, it expresses its gratitude to **Banca Sella** for its collaboration and to the sponsors **Caffè Toraldo** and **Lauretana**.

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)

Sergio Vicario - Metafora (Mob. +39 348 9895170)