THE 31ST EDITION OF MILANO UNICA IS RESCHEDULED FOR SEPTEMBER 7 - 9 AT FIERA MILANO RHO

Milan, March 30, 2020 – The Executive Committee of Milano Unica believed it appropriate to resolve on the postponement of the 31st edition of Milano Unica, initially scheduled for July, to September 7, 8 and 9, still at Fiera Milano Rho.

"The complexity of the national situation, the international spread of the pandemic, the objective difficulties of companies in preparing the collections and the commitment of many enterprises to reconverting their activities to ensure the production of medical equipment for people's safety represent the key motivations behind our decision to postpone the traditional appointment with Milano Unica July edition to September," said **Alessandro Barberis Canonico**, President of Milano Unica.

"This was a necessary decision that will hopefully have a positive effect on the

situation, as hoped by the Italian Government and, especially, by frontline healthcare workers, whom we cannot thank enough," added Alessandro Barberis Canonico.

"Our first priority is now to inform all of our exhibitors about the new terms and criteria for participation," said **Massimo Mosiello**, General Manager of Milano Unica. *"At this critical time we are all called upon to suspend our normal rhythms and routines and be prepared for the extraordinary commitment that recovery, which we hope will be rapid and productive, will require of us all. Our service is organized by entrepreneurs for entrepreneurs. I therefore confirm my message of complete confidence and solidarity. United to be unique,"* continued the General Manager.

The traditional presentation of Tendenze will be regularly held in digital form, a tool that allows everybody to remain connected.

Distant but close to each other.

More information will follow.

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