



31ST EDITION OF MILANO UNICA: THE FIRST INTERNATIONAL TRADE SHOW OF HIGH END TEXTILES AND ACCESSORIES FOR MEN'S AND WOMEN'S APPAREL RE-OPENS AT FIERA MILANO

Milano Unica, the first trade show reopening the doors of Fiera Milano Rho, confirms the dates of September 2020: Tuesday 8 and Wednesday 9.

With more than two hundred exhibitors representing the excellence of the production of textiles and accessories, the 31st edition of Milano Unica officially announces its opening next September.

The “best of” on the international textile panorama has once again confirmed its trust in the consolidated trade show, with a substantial balance between the events that make up its backbone: Ideabiella, Moda In and Shirt Avenue.

“An important signal to meet again in person and not virtually and confirm, also through participation, the value of being united to be unique,” commented Barberis Canonico, President of Milano Unica.



Thanks to the trust and courage demonstrated by our entrepreneurs, Milano Unica will be the torchbearer of the first “open door” event in our industry.

“This investment echoes a sign of positivity, optimism and vitality of Made in Italy production and of the industry as a whole.

I think that the main task of our entrepreneurs today is to be able to inspire the market and to invest in the innovation of their proposal. Inspiration represents a key driver to push new frontiers of creative and economic development,” continued Barberis Canonico.

“Milano Unica, with its confirmed dates, is a powerful signal of recovery for the trade show system, which is, in turn, instrumental to the recovery of our companies on the international markets. For this reason, I would like to thank the organization of Milano Unica. We, at the Italian Trade Agency, intend to combine reaction and vision to help companies seize the opportunity of recovery while getting ready for the expedited digital transition. We do this both by concentrating efforts to attract incoming foreign visitors and through the implementation of our Fair Smart 365 digital project. We are also pleased to have established a partnership with Simest, responsible for granting contributions for participation in international trade fairs in Italy, in the light of a coordinated teamwork that puts resources at the heart of the relaunch of Made in Italy production. The work done together with the trade fair system in these weeks will certainly harvest results and we believe that Milano Unica will attract exhibitors and visitors as usual, while maintaining – obviously - full compliance with the currently applicable health protection regulations,” observed Carlo Ferro, President of the Italian Trade Agency.

The upcoming edition is an adroitly restyled trade show, which required substantial efforts to ensure full compliance with the necessary safety standards and access procedures for all participants.

“Milano Unica has chosen to be present, confirming that its “home” is a concrete support for the Italian supply chain and that sustainability can also be expressed through the value of a gesture of unity,” added General Director Massimo Mosiello.

#MUismyhome
#IstayinMilano
#Unitedtobeunique

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