



PRESS RELEASE

The Executive Committee, together with the General Management of Milano Unica, met and resolved that the next appointment for the 33rd edition of the Trade Show in attendance is scheduled for July 2021.

Given the current scenario, **Milano Unica** looks to the future, leveraging on the new options offered by digital technology in support of the 32nd edition of February 2021, which will be held exclusively in digital form.

The **32nd edition** will be entirely virtual in order to support, in this delicate moment, all entrepreneurs of the supply chain at the international level, favoring, through the use of new business technology options, also those for whom travelling poses difficulties.

"We are very disappointed to miss this opportunity dedicated to meeting and sharing, best expressed in person to person interactions. However, this is a forced decision, made as a consequence of the persisting international health crisis. For this reason, we believe it is our duty to transform this difficult choice into an opportunity to give space to the implementation of new services that rely on modern technologies that can be used by entrepreneurs and clients from any part of the world", said Alessandro Barberis Canonico, President of **Milano Unica**.

The Executive Committee looks to the future and invests in **e-MilanoUnica Connect**, its digital platform, to develop new meeting options.

#thefutureisMU
#MUneverstops



Following the launch, made during the 31st edition in September, at Fiera Milano Rho, the new edition of **e-MilanoUnica Connect**, the Textile and Accessories Marketplace for fashion clothing, will go online in January 2021 showcasing the Spring-Summer 2022 collections.

Milano Unica has long been committed to building new digital opportunities capable of enhancing occasions of business and international relations offered by the physical trade show.

*"An important challenge, which will make us more solid and structured, to welcome you at the next edition of the **Milano Unica**, presenting the Autumn-Winter 2022/2023 collections. Once again #unitedtobeunique", added Massimo Mosiello, General Manager of **Milano Unica**.*

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