

33rd



Milan April 30, 2021

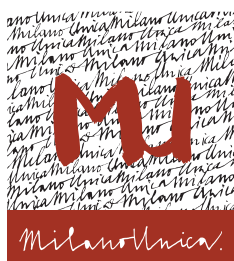
Following the decision by the Draghi government to reopen trade shows, announced by Minister Massimo Garavaglia, who underscored the fundamental importance for the recovery of the sector and all the allied industries, we are pleased to confirm the dates of the

**33rd edition of Milano Unica
on July, Tuesday 6 and Wednesday 7, 2021
at Fiera Milano Rho**

The reopening of the 33rd edition of Milano Unica is a strong and encouraging strategic signal.

As demonstrated in the last physical edition held in September 2020, on this occasion too, Milano Unica will observe and enforce all safety protocols, for the full protection of all its exhibitors and visitors to guarantee a show that can look constructively to the future.

“The possibility of having a physical edition is key for a sector like ours. It is certainly an injection of confidence for the entire textile industry, which is the



upstream part of the supply chain of Made in Italy production, confirmed by the alliances with Pitti Immagine Uomo, Pitti Immagine Filati, and the Italian Chamber of Fashion.

We are aware of the difficulties of international traveling, especially from China and the rest of Asia, but we are counting on an improvement in traffic from Northern Europe and we hope that the vaccination campaign will make traveling from the United States possible", said **Alessandro Barberis Canonico**, President of Milano Unica.

The e-MilanoUnica Connect marketplace platform remains online, as a constant service to support business activities and international relations.

"We are working to ensure a totally safe exhibition and have never stopped working to offer high-quality service and useful content for the benefit of our exhibitors and visitors.

We would like to extend special thanks to the Italian Ministry for Foreign Affairs and International Cooperation and the Italian Trade Agency, which have always contributed to making our appointment and activities possible every season", concluded **Massimo Mosiello**, General Director of Milano Unica.

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