



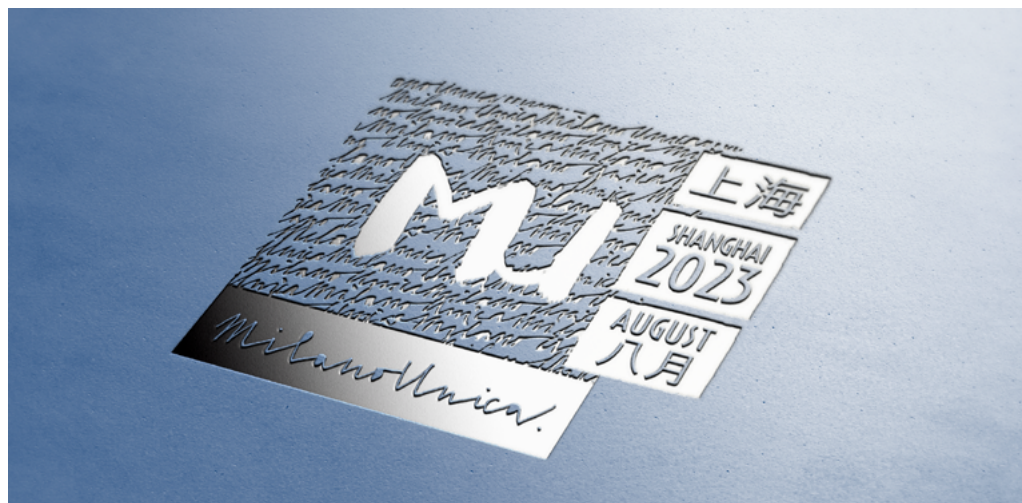
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MILANO UNICA SHANGHAI

AUGUST 28-30, 2023: 44 PRODUCERS OF HIGH-END TEXTILES AND APPAREL ACCESSORIES WILL PARTICIPATE IN THE TRADE SHOW THAT REPRESENTS A REFERENCE POINT FOR THE CHINESE MARKET, ESCALATING TO THE THIRD POSITION IN EXPORTS WITH A +7.3% SHARE

The Italian Trade Agency ICE for the promotion abroad and internationalization of Italian enterprises, is organizing a collective participation in **Milano Unica Shanghai from August 28 to August 30** in the framework of the Intertextile Apparel Fabrics trade show dedicated to the textile and apparel accessories industry.

44 Italian exhibitors will participate and present their best products and high-end proposals representing **Made-in-Italy** excellence to the most qualified trade operators.

The exhibition area extends over a surface of 780 sqm and will host **the top-end local and international market operators** increasingly looking for high-end Italian products



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featuring an ever-increasing level of technological and ethical content and destined to become the creative proposal of the most famous premium and luxury brands.

“After three years, finally this edition of Milano Unica Shanghai sees the full reopening of the Chinese market. This is a particularly important sign for the recovery of the entire industry. Milano Unica is one of the industry’s most significant events and represents a much-awaited appointment for Chinese consumers, who are more and more attentive to new Made-in-Italy trends, quality, and innovation. The participation also testifies to the great interest of Italian entrepreneurs in the excellent business opportunities offered by the Chinese market,” commented **Augusto Di Giacinto**, Director of ICE Agency Shanghai.

China represents one of Italy’s main export markets. After France and Germany and despite the decline in the Hong Kong market, China ranks third in Made-in-Italy exports of textiles with a 7.3% overall increase.

*“The 37th edition of Milano Unica at Fiera Milano Rho dropped the curtains a few weeks ago. The event saw the participation of **562 companies representing the excellence of our industry**. We recorded an increased number of buyers from China and from other main target markets. This increase testifies to the importance of Milano Unica’s core values: **elegance, quality, and transparency**. **Milano Unica Shanghai in enhancing the image towards the end consumer**, represents the extension of our activities aimed at intercepting and satisfying the demand of the Chinese market, consolidating the close relationship with local operators,”* added **Alessandro Barberis Canonico**, President of Milano Unica.

Entrance to the Milano Unica Hall inside Intertextil Apparel Fabrics is reserved for accredited visitors only, who will be able to get in touch with the Italian exhibitors and discover the creations and proposals for tomorrow’s fashion.

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