

**MICAM IS READY TO BOOST THE RE-LAUNCHING  
OF THE FOOTWEAR INDUSTRY**

*News, content and suggestions for the most important footwear trade show*

Everything is ready for the ninety-second edition of MICAM Milano, the leading international footwear show promoted by Assocalzaturifici, scheduled to be held as a physical event September 19 through 21, 2021 at Fiera Milano (Rho).

In view of all the prestigious returning exhibitors and some important new entries, MICAM Milano is sure to be the most complete event offering dealers a preview of the spring/summer 2022 collections and the latest trends in footwear.

The trade fair will be back 'live', with a new formula concentrating the show in only three days and plenty of exciting new events. Covid protocols developed in collaboration with Fiera Milano will ensure that Italian and international dealers are able to attend in perfect safety, allowing them to see – and touch - all the new products for spring/summer 2022 from the world's top footwear brands.

"I hope that this edition of Micam, which will be held in-person and in perfect safety, will mark the re-launching of this industry so essential to Italy's reputation and economy," remarks **Siro Badon, Chair of Assocalzaturifici and MICAM Milano**. The latest economic figures on the performance of the industry are reassuring, revealing strong resumption of growth in key indicators continuing in the second quarter of the year after the upturn already registered at the end of the first quarter. This upswing is primarily the result of comparison with months in the previous year, when restrictions imposed during the lockdown had a major impact on footwear manufacturers, distributors and consumers. The figures prepared by Confindustria Moda Research Centre for Assocalzaturifici reveal double-digit growth over the previous year in industrial production (+13%) and sales (+22%), as well as Italian household spending (+17.4%); exports also encourage optimism (+31.5% by value). But there is still a gap compared to pre-Covid levels of performance. While international sales due to work performed on contract for major luxury multinationals has limited the gap compared to the year 2019 to around -5% in terms of value (but -11% in terms of quantity in the first five months of the year), domestic demand, industrial production and sales are still well below the already unsatisfactory levels of two years ago (with a gap of more than -15%): seven out of ten footwear companies report that sales are still much lower than before Covid.

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On the domestic market, after beginning the year 2021 on a negative note, comforting signals began to appear in May and June, when household spending approached 2019 levels. Vaccination campaigns in Italy and abroad encouraged an upturn in national economies and a return to growth of production and world trade. But it will take time to reach pre-pandemic levels. There is also some ground remaining to be recovered in terms of employment, with 2000 less employees in the sector since the start of the year, 3000 if we include manufacture of components; I'm optimistic, though, because the re-launching and resumption of business in the country will also involve the footwear industry".

## THE EVENT: PLENTY OF NEWS

MICAM 92 will open with **652 exhibitors** - 390 from Italy and 262 from overseas - including the return of big names in all market sectors, such as **Liu Jo, Primigi, Igi & co** and **Valleverde**. New entries will include such prestigious names as **Furla** and **Luciano Padovan**. Exhibitors will occupy five pavilions, containing the areas into which the fair is divided, as usual: pavilions 1 and 3 will host the Premium area, pavilions 2 and 4 the Contemporary area, and pavilion 6 will contain the Every Day area.

Assocalzaturifici and Italian Artisan present **Italian Artisan HEROES**, a new 200 sqm area focusing on the Italy's artisanal tradition in pavilion 3, stand P01 Q12. "Italian Artisan Heroes - the ultimate manufacturing tradition, is a project focusing on Italian artisans: the people, their history, and their know-how," says **Olga Iarussi**, CEO of Italian Artisan. "In the wake of the pandemic, we want to re-launch the essence of timeless Italian craftsmanship and know-how. We're proud to get going again with the Italian Artisan stand at MICAM, a physical space representing our online B2B marketplace. It will be a place for international brands and retailers to experience the excellence of Italian craftsmanship".

MICAM also acts as a talent scout in this edition, as in the past, with a focus on new generations creating visibility for new expressions of style.

Thus the special initiatives planned for September include the fourth edition of **EMERGING DESIGNERS**, an event area dedicated to 12 international footwear designers selected for their innovative concepts to be showcased in a special area in pavilion 1.

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Then there is the **MICAM START-UP BOOT CAMP**, an ongoing scouting programme aimed at identifying the best innovative start-ups in the footwear industry for incubation and acceleration, to be showcased in MICAM X seminars held with the special participation of founder Patrick De Zeeuw.

There will be plenty of room for imagination, creativity and the enchanted world of fairy-tales at **MICAM TALES SQUARE**, an area in pavilion 3 showcasing MICAM's new advertising campaign, with its fun glam mood in which the star attempts in vain to put together the dress and shoes of her dreams for the great ball, concluding in a **#glamorous disaster**. Visitors will be able to have fun and share their "disastrous looks" via the social networks.

September also sees the return of **MICAM X**, the MICAM Milano innovation hub set up in pavilion 1. Through a packed calendar of seminars, workshops, MICAM X introduces footwear dealers to all the latest new trends in markets, styles, research into materials, the future of retail and sustainability, with a highly qualified panel of speakers. There will be plenty of presentations of the latest trends by WGSN, along with the launch of a new sustainability project created by Assocalzaturifici for certification of companies meeting the requirements for achievement of specific quality standards.

MICAM's strategy has always been one of **supporting international growth** of footwear companies. This internationally recognised position is consolidated through adoption of tools and channels in line with the evolution of markets. Top priority is assigned to buyers, through important partnerships with key players in distribution in Italy and abroad (Federazione Moda Italia, Best Showroom-Assomoda, Histores, NIAM, National Shoes Retailers of America, and the Russian Buyer's Union). A promotional and incoming visitors' plan has also been developed in partnership with ITA Agency under a framework agreement with the Ministry of Foreign Affairs and International Cooperation to bring to Milan a delegation of Chinese and Russian influencers, as well as 120 international buyers and reporters; and the inauguration in September of a pilot project involving an influencer marketing campaign in support of Russia's best Italian footwear stores.

Once again, moreover, the physical trade fair will be backed up using digital technologies: and so the **MICAM Milano Digital Show** platform will be offered in addition to the physical event, between September 15 and November 15 2021, allowing brands to schedule visits and meetings with buyers before, during and after the trade fair.

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## **SAFETY FIRST!**

Safety definitely comes first at MICAM 92. This is why everyone accessing the MICAM Milano trade fair (exhibitors, visitors, installers, suppliers) must be in possession of a valid **GREEN PASS**, or meet at least one of the following requirements:

- certificate of **completion of the vaccination cycle with a vaccine authorised by the EMA** in Italian or English (or a certificate of administration of the first dose at least 14 days earlier – valid only within ITALY and the EU, with a QR code).
- negative result of a **molecular or rapid antigen test** performed no more than 48 hours previously (in Italian or English);
- certificate of **recovery** from Covid-19 within the previous 6 months (in Italian or English).

During the fair dates, there will be **test hubs** at the entrances to the trade fair district, where rapid antigen tests will be available for a fee.

MICAM Milano implements all the measures required by public health authorities for the prevention of contagion: everyone must wear a face mask at all times while indoors and comply with distancing requirements. Body temperature will be measured at the entrance to the trade fair, and flow control systems will be in place to check visitor flows through the pavilions throughout the fair dates.

## **MICAM: CONCURRENT EVENTS**

Once more, this edition of MICAM will be held on the same dates as **MIPEL** and **THE ONE MILANO SPECIAL FEATURED BY MICAM**, which will take place in pavilion 1, in close contact with MICAM. **HOMI FASHION & JEWELS EXHIBITION** will be held September 18 through 20, 2021.

Once again, holding these events concurrently represents a coordinated effort to relaunch all segments of the accessories industry simultaneously, an opportunity encapsulated in the hashtag **#restarttogether** launched and shared by all four trade fairs.

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