

#BetterTogether THE SPRING EDITION CLOSSES WITH JUST UNDER 30,000 TRADE VISITORS

*The events confirm their importance
as a unique business and training platform*

Milan 16 March 2022 – Over the five-day period, a total of **29,468 trade visitors from both Italy and abroad** attended the four trade-fairs dedicated to fashion and accessories.

MICAM, the International Footwear Exhibition, **MIPEL**, the event dedicated to leather goods and fashion accessories, **THE ONE MILANO**, the Haut-à-Porter Exhibition and **HOMI Fashion&Jewels Exhibition**, have shown once again that, by joining forces, it is possible to tackle the difficult international situation successfully.

United under the #BetterTogether hashtag and with the support of the Italian Trade Agency (ITA) which promotes foreign trade and Italy's exports, the trade fairs showcased the products of **over 1400 brands** - the best that each sector has to offer – transforming the fair area into an exceptional business and networking opportunity thanks to this unique shared project.

Thanks also to a packed programme of seminars and events, the fairs also confirmed that they provide an increasingly important opportunity for exploring subjects of topical interest for their respective business sectors.

These included digitalization, the metaverse and new ways of doing retail, increasingly linked to big data. Particular attention was also paid to sustainability and slow fashion, both on the exhibition level and as subjects for discussion.