



FASHION TRADE FAIRS ARE BACK #STRONGERTOGETHER
Five days of a virtuous alliance between new ideas, business and digital initiatives

Over 16,000 buyers chose to believe in the relaunch of one of 'Made in Italy's' most strategic sectors. With their presence they rewarded the courage of all the exhibiting companies that chose to participate in **MICAM Milano** - the international footwear trade fair; **MIPEL** - the international event dedicated to leather goods and accessories; **TheOneMilano Special featured by MICAM** - the women's haut-à-porter show; **A New Point Of View** - the special format by **LINEAPELLE**, that showcased the most exclusive semi-finished leather products; and **HOMI Fashion&Jewels Exhibition** - the event dedicated to jewellery and wearable fashion accessories.

DaTE - the salon dedicated to avant-garde eyewear, held at the 'Leopolda' exhibition space in Florence and closely connected to the Milan exhibitions through their common desire to work in symbiosis - also sent positive signals, with the attendance of 1,000 buyers, both Italian and foreign.

A great team that has reaffirmed its willingness to be #strongertogether and which represents the Italian manufacturing and export sectors, and which express creativity, innovation and craftsmanship.

Of the buyers who visited the Milan exhibitions, 25% came from abroad, which stands as testament to a market that is coming back and is ready to restart with drive and determination; and they did buy, although in a measured way that reflects the difficulties of the present moment.

Specifically, positive signals came from the neighbouring European countries of Switzerland, Germany, and France.

With respect to the important presence of foreign buyers, special thanks are due to the Ministry of Foreign Affairs and International Cooperation and to ITA, the Italian Trade Agency, who have confirmed their support.

With the traditional "in-person" trade fairs now over, in the coming weeks, the digital tools implemented by the events will come into their own: applications, smart catalogues and business portals will allow for contact between exhibitors and buyers to continue without the limits imposed by restrictions on international travel.

Satisfied with the outcome of the event, MICAM Chair, Siro Badon, commented: "This edition of MICAM was held in a historical, unprecedented moment. We received thanks from operators for our courage and tenacity in proposing it. It undoubtedly represented a moment for the relaunching of business and has been the driving force for other events with which synergies have been built.



#stronger
together

The pandemic, which is constantly changing form, has created problems for our production sector, difficulties that we have experienced first-hand at MICAM. But we are hopeful for the future, first in line to create opportunities for companies in the supply chain and to support them on a daily basis. Because one can only get out of such a situation by working as a team, all rowing in the same direction. The entire fashion manufacturing industry is paying for the effects of this crisis, with a significant decline in turnover, especially in exports. It is clear that to overcome this phase, external help is also needed, I am referring, in particular, to the institutions that must concretely support these events. Companies must be supported through economic incentives and tax relief. Trade fairs such as MICAM are not only an irreplaceable moment in which to do business but are also a vehicle to give international visibility to the excellence of 'Made in Italy' that is represented by companies in our sector".