

Milan, 5th August 2020

LETTER FROM THE CEO

These are complex and uncertain times; a crisis of such proportions is unprecedented in recent history. I do believe, however, that in circumstances like these humankind tends to show their true nature – rather than seek to change it – both as individuals and as a community.

Lockdown has certainly had a huge impact on the footwear industry. Unable to repurpose production lines, the sector recorded global losses (turnover and orders) higher than other companies operating in the world of fashion.

It would doubtlessly have been easier to postpone the next edition of MICAM. We decided, though, to listen to all of you – our exhibitors and buyers – before making any hasty decisions. Your success is our success, only togetherness and synergy enable us to be #strongertogether, so we therefore summoned up the courage to confirm the next edition of **MICAM**, scheduled from **20 to 23 September**, and held at Fiera Milano Rho, as this is the only occasion for many shoe brands to do business.

We are aware that the next edition will not be the big event it once was in the past, nevertheless, exhibiting brands and buyers have asked us to go ahead. Given that they are ready to dive back in to avoid losing the season, we simply had to take action.

When it comes to the desire and need to get going again, the numbers say it all: to date over 500 brands have confirmed they will be attending the 90th edition of MICAM and many others are in the decision-making process. To make the much-desired relaunch happen, we have devised a strategy based on **5 fundamental assets**:

- 1) **protecting the health** of our exhibitors, visitors and the staff involved in the organisation. We have put together Guidelines, with Fiera Milano and “Conference of the Regions”, to ensure maximum safety standards are upheld. You can read details about what we’ve planned at this [link](#);
- 2) **sustainability**. A whole section of the event will be dedicated to the topic in the Garden, launched at the February 2020 edition;
- 3) the **topics** featured in the MICAM X programme, the idea workshop focusing on innovation, which revolves around 4 main themes: retail of the future, sustainability, trends and materials, heritage & future;

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- 4) promoting **emerging talents** at the international level, giving them the opportunity to exhibit their collections in the "Emerging Designers" area at the bi-yearly editions of MICAM Milano;
- 5) **digitisation**. We are aware that the pandemic has accelerated digital transformation, leading us too, at MICAM, to redesign the paradigms of our customer experience to make it more complete and efficient. From September, MICAM will be *phygital*, taking the physical world online thanks to our partnership with the world leading B2B platform NuORDER, already used by 500,000 retailers around the world.
MICAM Milano Digital Show will therefore be live from 15 September to 15 November 2020. You can find all the details [here](#).

The moment has come for us to hold our heads up high once again, to look forward and, if you haven't already, [sign up here](#).

We'll be there, will you?!



Tommaso Cancellara
CEO of MICAM Milano
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