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### **MICAM Milano: PREPARATIONS FOR THE 93RD EDITION GET UNDERWAY**

After the excellent results obtained last September, when **MICAM Milano** enjoyed a success beyond all expectations, bringing the long period of inactivity caused by the pandemic to a close with a real renaissance, the international footwear fair is now preparing for its next challenge.

Scheduled to take place in a concentrated 3-day period **from 20 to 22 February 2022** and with extended opening hours – until 7 p.m. on the first two days of the event and 6 p.m. on the third day - the next edition of **MICAM Milano** will be back to give fresh impetus to the market, thanks to its comprehensive offering and tried-and-tested formula: footwear for men, women and kids, and a wide range of models so as to meet the expectations of increasingly demanding buyers. The numerous collections for the F/W 2022-2023 season will once again be protagonists of an event that is ready to present buyers from all over the world with top-quality products from Italian and foreign manufacturers.

As **Siro Badon Chair of Assocalzaturifici and MICAM Milano** commented: “I think it’s fair to label last month’s fair as the ‘Renaissance edition’, marking the rebirth of the footwear industry. The numbers were highly satisfactory and confirmed yet again that Micam represents a unique event within our industry, an opportunity to do business in a great international hub. We are already at work to provide all those operating in the footwear industry with a February edition that is even bigger and better in terms of product offering and training opportunities, to ensure we get back to pre-covid levels as soon as possible. Market trends seem to indicate that we are finally seeing the end of the crisis, and I hope the footwear sector will soon return to being the driving force of Italian manufacturing”.

Alongside the footwear exhibition, there will of course be a series of events offered by **MICAM X**, the learning and training platform that is now an important and integral part of Micam: it will once again provide a unique opportunity for exchanging ideas together with exciting new initiatives dedicated to the latest trends, sustainability and innovation. While waiting for the spotlight to be shone once again on the MICAM X stage, the seminars of the last edition will be streamed on <https://micamx.themicam.com/> and will accompany the **MICAM Milano Digital Show**, online up to 15 November 2021.

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In addition, in February 2022, space will once again be devoted to the evolution of fashion, seen through the eyes of the new talents that MICAM wants to encourage and promote. The **Emerging Designers** project will in fact be back again, showcasing the creations of promising young designers from all over the world selected by a panel of experts.

The Emerging Designers for the February edition will be **Alessandra Balbi** (Italy), **Rafaella Zago** (Brazil), **Daniel Essa**, (Syria), **Jerelyn Creado** (India), **Marcus Alexander** (USA), **Meher Kakalia**, (Pakistan), **Gabriela Machado** (Spain), **Arnaud Barboteau** (France), **Naomi Hille and Anousjka Röben** (Holland), **Thushini Fernando** (Sri Lanka), **Titi Adesanya** (Nigeria), **Lancine Koulibaly** (Uganda).

There will also be a strong focus on sustainability, a subject which for Assocalzaturifici represents an absolute priority. It has in fact created a project aimed at helping member and non-member companies gain accreditation and position their business successfully on Italian and foreign markets, as sustainable and, consequently, more competitive companies. Assocalzaturifici has registered its own Sustainability trademark (**VCS – Verified & Certified Steps**) which is granted to companies capable of reaching the requisite quality standards. The first step consists of a self-assessment, which manufacturers can do by themselves. Subsequently, the system will provide benchmarks that establish the minimum criteria to be met in order to be considered a sustainable company, following verification on the part of an independent Certifying Body. The project will be launched officially at MICAM Milano in February 2022.

So, to conclude: the next edition of **MICAM Milano** is to be held from **20 to 22 February 2022 at the Fiera Milano RHO**.

The duration of the trade show will return to its normal 4 days at the autumn edition in **2022, which will be held from 18 to 21 September**.

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