

La Moda Italiana@Chic

**From 14 to 16 March 2018, Ente Moda Italia and Agenzia ICE,
in collaboration with Sistema Moda Italia and Assocalzaturifici,
present the 4th rendezvous with
"LA MODA ITALIANA" at CHIC in Shanghai.**

In the wake of the success of the previous editions, there will be lots of new ideas and synergic promotional activities for the exhibition project that presents Italian style to the Chinese market, produced thanks to the support of the Ministero dello Sviluppo Economico

Ente Moda Italia and Agenzia ICE [Italian Trade Agency] present the fourth edition of **La Moda Italiana @ CHIC**, the exhibition platform dedicated to Italian companies which will showcase *Made in Italy* fashion and style at **CHIC** (now in its 29th edition), scheduled to be held **from 14 to 16 March 2018** in the new and immense **National Exhibition & Convention Center** in Shanghai.

After the success of the Italian participation at the last three editions of CHIC, which received very positive feedback from the Chinese members of the trade attending and registered a high level of satisfaction among the participating companies, **over 110,000 visitors are expected from all over China** and from the other main Asian markets for this fair held in Shanghai - the reference city for the Asian economy where the most influential showrooms are located.

A **selection of 40 Italian fashion brands** with their **2018/2019 fall/winter collections** of clothing, footwear and accessories for men, women and children **will be showcased** inside the "**La Moda Italiana**" area located together with the other Overseas Pavilions in the Fashion Journey section (International Area, Pavilion 2).

The event is the result of the synergy between the **Italian government's Ministero dello Sviluppo Economico [Ministry for Economic Development], Agenzia ICE [Italian Trade Agency], Ente Moda Italia, Sistema Moda Italia and Assocalzaturifici**, which together will be continuing the journey they began in March 2015 in order to present the Italian fashion system to China - one of today's most interesting and dynamic markets - in a unitary and synergic way.

Once again at this edition strategic support will be provided by the **Agenzia ICE** which, since 2002, has been carrying out promotional activities for the development of Italian fashion in China through actions related to image and commercial promotion, making its support and expertise available in order to maximize the Italian presence. The Agenzia ICE will, in fact, contribute to the **realization of the Italian pavilion at Chic** and support **investment into incoming delegations of qualified and selected members of the trade** from the **various regions of China** and neighboring countries.

*"Chic Shanghai is a prestigious platform for presenting the latest ideas from the collections of our businesses on the Chinese market with its qualified public of top buyers and professionals who are always ready to invest in Italian fashion", says **Alberto Scaccioni, CEO of Ente Moda Italia**. We have put a lot of energy into preparing this latest rendezvous with La Moda Italiana@CHIC. With the 40 brands present at this edition we have aimed for selection and product quality offering as complete a panoramic view as possible of Italian style. In addition to this, thanks to the contribution of Agenzia ICE, we will be organizing an even more strategic presentation of the Italian area: located at the center of the exhibition route and in the heart of the international pavilion, with an elegant and functional layout in order to offer a united and coherent image of Italian fashion. The Italian fashion export figures for China from January to October 2017 – processed by Centro Studi of Confindustria Moda – show high levels in recent seasons, with extremely elevated volumes and sales values (around € 540 million in 10 months). We believe it is*

strategic to monitor the Chinese market and its already consolidated distribution channels, aiming to find even more interesting opportunities for expanding the sales network”.

"The positive signs for Italian exports to China provided by the latest ISTAT [Italian National Institute of Statistics] figures (+19.7% in the first 11 months of 2017) confirm the driving role played by Italian fashion that has recorded an increase of +16.6% compared to 2016", states the **Director General of Agenzia ICE, Piergiorgio Borgogelli**. "We occupy a position of leadership among mature exporting countries in terms of market share, but there is still a lot of work to be done. The aim is to tackle the growing competition also from emerging economies and take up the challenges and opportunities to be derived from the evolution of the distribution channels. One of the most effective ways to do this is to promote Made in Italy in the region through the organization of events like La Moda Italiana @ CHIC which are essential for establishing the Italian offering amongst key buyers and members of the trade. These initiatives fully fall within the new ICE strategy that is aiming for a multichannel approach, integrating promotional initiatives with investments targeting digital exports through e-commerce in order to consolidate the presence of Italian SMEs on market-leading marketplace and e-tailer platforms”.

"Sistema Moda Italia has always been at the side of companies during the process of internationalization, valorizing excellence and offering occasions for debate within the fashion and textile production chain", **says the President Designate of SMI, Marino Vago**. "Today the Chinese market is experiencing significant growth in domestic consumption which is also boosted by targeted political strategies. Consumers particularly favor high quality products and services. This is a very favorable situation for Made in Italy companies which have always privileged production excellence. In fact, our products are seen as an expression of taste and tradition, as well as excellence in terms of the production processes, starting from the selection of the raw materials right up to the eco-sustainability, creativity and flair. Over the next five years China is expected to import 10,000 billion dollars of products and services.”

"Moda Italiana@Chic is confirmed as the ideal business platform on the Asian fair scene for all the small- and medium sized Italian companies that wish to grasp the extraordinary opportunities offered by the Chinese market" **states Annarita Pilotti, president of Assocalzaturifici**. "Promoting Made in Italy using a "systemic" approach thanks to the collaboration of all the sector players is turning out to be very successful. Right from the start we have focused on synergy and quality. The quality of the products presented but also of the event, built through the careful selection of the exhibiting companies and buyers. This work, which our Association continues to promote and support, has been understood and rewarded by the Chinese market which is increasingly sensitive to the proposal of products of excellence created in our country”.

The companies at this edition:

ACCADEMIA, AIZOME & PNI, AMINA RUBINACCI, ANTONELLO & PNI, BIANCALANCIA, BRECOS, BRUGLIA DESIGNER, CAPOCUBO, CARRERA, CASHEART, CINTELLI E GALLUZZO, DAMI, DIS - DESIGN ITALIAN SHOES, EBARRITO, ENRICO COVERI SPORTSWEAR, FABIANI, FERRUCCIO VECCHI, FESSURA, FONTANI, GAS, GIORGETTI CASHMERE, GIOVANNA NICOLAI, GIOVANNI FABIANI, GRANDIFUR, IL GERGO, IMPULSO, LE FATE, LORENZONI, LORIBLU, MANZONI24, MARIO BRUNI, MONTECHIARO, PRODOTTO NATURALE ITALIANO, ROYAL ROW, SARA KENT, SOFIAG, SPERNANZONI, SUPREMA, THIERRY RABOTIN, VIZIO.

The events and special initiatives scheduled at **LA MODA ITALIANA@CHIC, coordinated by the Agenzia ICE –Shanghai office** also include the special lounge inside the Italian Pavilion and **the special collective LA MODA ITALIANA catwalk shows**. Every day from 11.00 a.m. to 2.30 p.m. in the Catwalk area of the La Moda Italiana pavilion, the garments and accessories of the companies participating at this edition will be displayed on the catwalk.

E.M.I. Ente Moda Italia s.r.l.

Via Faenza 109 - 50123 Florence tel. +39.055.214835 | fax +39.055.288326
www.emimoda.it | firenze@emimoda.it Press office: roberto.ruta@pittimagine.com



ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

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