

A positive and dynamic edition of CPM Moscow: 21,500 visitors attended the fair, optimism and confidence from the Italian companies that took part inside the “Italian Fashion” area organized by Ente Moda Italia.

Increasing signs of recovery and a concrete approach from the Russian market as well as very positive feedback for the program of incoming buyer delegations and for the events realized in collaboration with Agenzia ICE and Sistema Moda Italia.

The **31st edition of CPM Collection Première Moscow** organized by Igedo from **4 to 7 September 2018** at the **Krasnaja Presnja Expocent** in **Moscow** ended with good attendance figures and positive feedback from members of the trade, results that show widespread optimism and confidence in Italian fashion on the Russian market. According to the final figures **a total of 21,500 members of the trade attended** the fair from **over 50 foreign countries** and **1,300 international brands from around 30 countries** were showcased.

There was a huge amount of interest on the part of buyers and retailers in the **108 Italian collections** presented under the aegis of **“Italian Fashion”** during four intense days of business contacts and presentations of the latest features in their women's, men's, children's, intimate apparel and beachwear collections.

Great appreciation was also expressed for the promotional program realized by EMI together with **Sistema Moda Italia**, with the important support of the **Ministero dello Sviluppo Economico Economico** [Italian Ministry for Economic Development] and in collaboration with the **Moscow office of Agenzia ICE per la promozione all'estero e l'internazionalizzazione delle imprese italiane** [ITA - Italian Trade Agency for the foreign promotion and internationalization of Italian businesses], which facilitated an **incoming delegation of 35 specialist buyers to the fair** from the **main cities in Russia** and from some **neighboring countries**. Again thanks to the support of **Agenzia ICE** this edition also featured the **Italian Fashion Lounge** which has now become the reference hub of the Italian pavilion, and a selection of intimate apparel, beachwear and hosiery companies were able to take part in the **“Gran Defilé”** special event which was a great success with the sector's top buyers from all over Russia.

Moreover the **Italian Ambassador to Russia, Pasquale Terracciano**, also visited the Italian companies at the fair to demonstrate his support for the promotional initiatives of Ente Moda Italia, Sistema Moda Italia and Agenzia ICE.

*“There was a general atmosphere of optimism” says **Alberto Scaccioni, CEO of Ente Moda Italia** “and a growing sense of confidence in the Russian market, also confirmed by the latest data on Italian exports to Russia drawn up by Confindustria Moda for SMI. Our companies told us that they met high profile buyers who arrived at the fair with determination and a very concrete approach to discovering more about the new Italian collections and placing orders for next season. Russia is one of our country's reference markets and we are very satisfied – I should add – with the excellent networking activities carried out with our strategic partners Sistema Moda Italia and the Moscow office of Agenzia ICE that at every edition make it possible for us to organize the targeted presence of important groups of Russian buyers and to add reception services and promotional events”.*



ITALIAN TRADE AGENCY

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

ИЧЕ – Посольство Италии
Отдел по развитию торгового обмена

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The **Director of the Moscow Office of ICE, Pier Paolo Celeste**, adds: "The 35 buyers invited by ICE Agency, coming from 22 Russian cities, appreciated the new summer collections and color ranges, making numerous orders. The fashion show of Italian lingerie and swimwear companies - a sector that has a 17% market share of imports from Italy into Russia, was also very welcome, and it was decided to promote it to further increase its presence and visibility".

The next edition of **CPM – Collection Première Moscow** showcasing the collections for the fall-winter 2019/2020 season will be held from **25 to 28 February 2019**.

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