

Great satisfaction and optimism for Ente Moda Italia's first participation at *Centrestage* in Hong Kong: positive feedback for the Italian brands showcased in the "La Moda Italiana" exhibition project. The fair is confirmed as a hub for creative fashion and for business on Far Eastern markets

The 2018 edition of **CENTRESTAGE** successfully came to an end on **Saturday 8 September**. One of the most important and innovative formats dedicated to fashion in Asia, *Centerstage* is held in the areas of the Hong Kong Convention and Exhibition Center and **EMI participated for the first time** with a selection of **11 Italian brands**. The four day event (5-8 September), organized by the **Hong Kong Trade Development Council (HKTDC)**, brought **230 brands** from 22 countries to the Chinese metropolis, attracting **8,700 buyers from 80 regions of the world**: a rise of 2.4% compared to last year.

At this edition the **Asian buyers represented 35% of the total** with important performances from continental **China and the ASEAN countries**.

*"After our first promotional and networking participation" says **Alberto Scaccioni, CEO of Ente Moda Italia**, "this edition of *Centerstage* was the first time we presented the collections of a selection of Italian companies which immediately provided us with very positive feedback about the fair. *Centerstage* is a growing platform in terms of both size and its importance as a fashion event in the Asia-Pacific area, and its format combining the exhibition with events, catwalk shows, presentations, seminars and b-to-b meetings is definitely an innovative and successful formula for these markets. Hong Kong's role as a hub for fashion and lifestyles is undeniable as demonstrated by the presence of buyers from all over the world. Even though the event is still young, the HKTDC has a solid experience in organizing international events and for Italian companies taking part in *Centerstage* represents a real opportunity for developing their business".*

Clemente Contestabile, the **Italian Consul General in Hong Kong**, paid a visit during the fair and showed his appreciation for the collections of the Italian companies captained by EMI and the promotional work carried out on local and neighboring markets.

Here are the **11 Italian brands** that were showcased in the modern areas of the **Hong Kong Convention and Exhibition Center**: **ANNECLAIRE, CARDITOSALE, CHIARA ALLEGRANZI – MILANO, CHICCA LUALDI BEEQUEEN, COLLIROSSI, COMPLIT, EYELET MILANO, MORA1962, SGUARDI, THE PACKING MAN** and **VIAMONTENAPOLEONE**.

EMI - ENTE MODA ITALIA, was established in 1983 by *Sistema Moda Italia* and *Centro di Firenze per la Moda Italiana* to promote, propagate and valorize *Made in Italy* abroad. Within the context of this mission, EMI organizes and arranges the participation of qualified Italian firms in some of the world's major trade fairs which include *Italian Fashion @ CPM Collection Première Moscow*, *Italian Fashion @ NY Women's – Coterie*, *Edit in New York*, *Italian Fashion @ Project Women's in Las Vegas*, *Italian Fashion @ Central Asia Fashion in Almaty (Kazakhstan)*, *La Moda Italiana @ CHIC in Shanghai*, *La Moda Italiana @ CENTRESTAGE in Hong Kong* and *La Moda Italiana @ Magic Japan in Tokyo*.

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