

Good participation and positive feedback for “Italian Fashion” at the 33rd edition of CPM Moscow: 21,300 visitors came to the fair, fully confirming its role as the leading commercial platform for Russia and neighboring countries.

The Russian market expressed a very concrete approach and reiterated its great interest in Italian products and style.

Satisfaction for the program of incoming buyer delegations realized in collaboration with Agenzia ICE and Sistema Moda Italia.

The latest edition of **CPM Collection Première Moscow**, organized by **Messe Duesseldorf Moscow** was held at the **Krasnaja Presnja Expocentr**, from **3 to 6 September 2019** and involved **the overall participation of around 1300 brands from 35 different countries**. Among these **103 Italian brands** were showcased by **Ente Moda Italia** (84 men's/women's adult collections, 14 kids' collections, 5 intimate apparel /beachwear brands), inside the special **“Italian Fashion”** areas in the various fair sections.

The final attendance figures for this edition of CPM were **very good – there were 21,300 visitors from 50 countries**, including countries in Europe and southern Asia – which took place in a positive atmosphere and generated generally satisfied feedback from members of the trade.

Among the various promotional activities fielded at this edition there were significant results for the incoming buyer delegations organized in collaboration with Agenzia ICE: the promotional program realized by **EMI** together with **Sistema Moda Italia**, with the important support of the **Ministero dello Sviluppo Economico** [Italian Ministry for Economic Development] and in collaboration with the **Moscow office of Agenzia ICE - Agenzia 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 40 top buyers to the fair** from various regions **in Russia and the former CIS**. The Italian Fashion Lounge, which has now become the reference hub of the Italian pavilion, was realized once again at this edition also thanks to the support of Agenzia ICE.

Among the events dedicated to Italian companies, on **4 September a cocktail party was organized** in collaboration with **Messe Duesseldorf Moscow**, the organizers of CPM, **dedicated to Italian beachwear collections**, presenting the trends for the 2020 season with a performance that showcased the garments of the exhibiting companies. The event saw the participation of a large group of journalists, bloggers, influencers and specialist buyers.

*“It was a very concrete edition at which retailers from Russia and neighboring countries expressed a great desire to consolidate existing commercial relationships and establish new ones” says **Alberto Scaccioni, CEO of Ente Moda Italia**. “We return home boosted by the satisfaction expressed by our companies, as well as the general atmosphere of positivity that characterized the four days of the fair. Despite the conditions and restrictions that continue to characterize this market's economic scenario, Italian companies still have a lot of confidence in Russia and the country's consumers are similarly extremely interested in Italian fashion. Russia is one of our country's reference markets, and it is*

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imperative that we continue to transmit confidence to its retailers: this is what we intend to do with the "Italian Fashion" project in Moscow, together with our strategic partners - Sistema Moda Italia and the Moscow office of Agenzia ICE – with which we are carrying out extensive networking activities which will permit us to organize the qualified presence of groups of Russian buyers at each edition and to add reception services and promotional events".

*"We put a lot of effort into this edition of the CPM Fair having seen signs of a downturn in sales, so we are very satisfied to note that the **40 buyers from 29 cities in Russia and Armenia** invited by the Moscow office of Agenzia ICE have placed orders for over **€ 400,000**: a mark of the vitality of the business and the need to direct buyers towards the purchase of Italian goods, as a guarantee of the quality and excellence of our products. **Over 800 BtoB meetings** were held at the Fair between Italian exhibitors and Russian and Armenian retailers", declares the **Director of the Moscow Office of ICE, Pier Paolo Celeste.***

EMI - ENTE MODA ITALIA, was established in 1983 by the 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 most important international trade fairs which include Italian Fashion @ CPM Collection Première Moscow, Italian Fashion @ Capsule in New York, Italian Fashion @ Liberty Fairs in New York and Las Vegas, Italian Fashion @ Cabana in New York, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana @ Project Tokyo and La Moda Italiana @ Seoul

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With the support of:



ITALIAN TRADE AGENCY

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