

Ente Moda Italia is in Hong Kong from 4 to 7 September to participate once again in *CENTRESTAGE*: a selection of 15 Italian brands will be showcased, from this edition in collaboration with Assocalzaturifici. Great expectation for “La Moda Italiana”, the protagonist of a strategic platform on the Chinese market.

“Hong Kong increasingly represents a fundamental stage in our strategy for penetrating the Chinese market as well as the ASEAN area”.

- Stefano Festa Marzotto, President of Ente Moda Italia

“Maintaining an ongoing relationship with international buyers is a winning strategy for obtaining successful opportunities for exports”.

- Siro Badon, President of Assocalzaturifici

EMI Ente Moda Italia returns to Hong Kong with *La Moda Italiana @ CENTRESTAGE*, the protagonist of which will be *Made in Italy* style and fashion inside *Centrestage*, the international men’s and women’s clothing, footwear and accessories fair that is held in the southeast Asian metropolis from 4 to 7 September 2019, in the areas of the Hong Kong Convention and Exhibition Center.

15 Italian brands will be present at this edition with their men’s, women’s accessories and footwear collections. At this edition the participation at the Hong Kong fair, which is held annually in September, is also realized thanks to the **new collaboration with Assocalzaturifici**, EMI’s strategic partner at various international fairs.

Organized by **HKTDC**, *Centrestage* is a new fair platform which was launched in September 2016 and immediately established itself as an annual rendezvous for presenting selected collections of contemporary style clothing and accessories that combine design, creative appeal and quality. The last edition, in which **over 230 brands** from all over the world took part, **was attended by around 8,700 specialist members of the trade from all over Southeast Asia and a total of 80 foreign countries**, looking for new proposals to introduce on to their markets. With a B2B format created for members of the trade, the event will also be open to the public on the last day in order to promote direct knowledge of the new brands.

Here are the **15 Italian brands** that will be showcased in the **Hong Kong Convention and Exhibition Center**:

ALESSANDRO GHERARDI, ALLEZ LES MOEUFs, ANDREA CARRANO, ARTIOLI, BRADOR, COMPLIT, FALCOTTO, FRANCESCO BENIGNO, ITALIANUANCE, MAJO, NATURINO, STELLA SOFIA, SUSIMODA, THIERRY RABOTIN and VOILE BLANCHE.

“Hong Kong increasingly represents a fundamental stage in our strategy for being present on and penetrating the Chinese market as well as the markets in the ASEAN area” **says Stefano Festa Marzotto, President of Ente Moda Italia** “in which we have decided to invest heavily. In addition to being recognized as a trendsetter for fashion and lifestyles, Hong Kong is one of the region’s main economic centers, a hub characterized by a target of very sophisticated local consumers and, with its facilitated customs duty policy, it is a privileged gateway to the Chinese market and to those of the countries in South East Asia. The new collaboration launched with Assocalzaturifici in order to promote the participation at the fair of quality companies in the footwear sector is a further development of the exhibition offering from “La Moda Italiana” and represents a strategic expansion of the network of subjects dedicated to promoting Italian fashion that are involved. The export figures for Italian products to China – according to the Study Center of Confindustria Moda for SMI Sistema Moda Italia – continue to be very encouraging (an increase of almost 10% was recorded in the first 4 months

of 2019) and, in this sense, valorizing the excellence of the *Made in Italy* fashion product through a high profile fair rendezvous like **Centrestage** is a unique opportunity in which to invest a rising level of resources”.

“Maintaining an ongoing relationship with international buyers is a winning strategy for obtaining successful opportunities for exports: for this reason, Assocalzaturifici continues to offer businesses in its sector important occasions for gaining visibility abroad on the markets that are most important and sensitive to the quality of Italian footwear products” **observes Siro Badon, President of Assocalzaturifici**. “**Centrestage** certainly represents a highly significant moment for our industry as well and we are convinced that the collaboration of our association with Ente Moda Italia and the participation of our brands at this rendezvous can contribute to confirming the importance of Italian footwear among Asian buyers who are always looking for the style and exclusivity that only *Made in Italy* is able to guarantee”.

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 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, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong and La Moda Italiana @ Project Tokyo.

ASSOCALZATURIFICI represents, on a national level, businesses of an industrial nature that operate in the footwear production sector. It includes around 600 registered companies and is the spokesperson for an industry which comprehensively invoices over € 14.2 billion, employs 75,600 people and exports 85% of its production. The association’s mission is to contribute to the establishment of an innovative, entrepreneurial, international and sustainable system that is capable of promoting the economic, social, civil and cultural growth of the country. Assocalzaturifici is part of the European Footwear Confederation and is a regular member of Confindustria. In March 2017 it joined Confindustria Moda, the federation which brings together the businesses and associations in the fashion textiles sector and the complementary ambassadors of the excellences of Italian manufacturing.

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

Via Faenza 109 - 50123 Firenze
tel. +39.055.214835
fax+39.055.288326
www.emimoda.it
email: firenze@emimoda.it
press office: ruta@pittimmagine.com

ASSOCALZATURIFICI ITALIANI

Via Alberto Riva Villasanta, 3
I-20145 Milano
C.F. 80027170150
Telefono + 39 02 43829.1
Fax + 39 02 48005833
stampa@assocalzaturifici.it
www.assocalzaturifici.it

XXXXXXXXXX CENTRO
XXXXXXXXXX DI
XXXXX FIRENZE
XXX PER LA
XX MODA
X ITALIANA
XXXXXXXXXX
1954XXXXXXXX

**smi** SISTEMA
MODA
ITALIA
FEDERAZIONE TESSILE E MODA