

## MIPEL113

### ***Innovation, glamour and creativity: + 5.6% of qualified visitors and the launch of the new exhibition area called 'Spazio***

February 14, 2018: ends today the edition number 113 of MIPEL. It is the second one under the direction of Danny D'Alessandro, CEO and Managing Director of MIPEL and General Manager of AIMPES - Italian Association of Leathergoods.

**Both the number of exhibitors and visitors grown up.** For the second consecutive time the "sold out" target has been reached with over 100 new exhibitors in Hall 10 and about 60 in the SPAZIO project, presented for the first time in Centro Servizi at Fieramilano-Rho.

Regarding MIPEL visitors, is confirmed the positive trend (+ 5.6% compared to the edition of February 2017), with "peaks" of presences in the first two days of the event.

Italian buyers registered positive participation (+ 5%). Relevant to the foreign markets, increased the number of visitors from China (+ 6.8%), Russian Federation (+ 26.1%), India, Indonesia, Japan (+ 13.6%) and South Korea (+7.8%), these the latest as classic markets of destination of the Italian leathergoods.

With reference to Europe, the number of visitors from France, Portugal and the United Kingdom went down (probably due to the first effects of Brexit), while buyers from Germany and Austria increased.

**Riccardo Braccialini, President AIMPES and new President of MIPEL** says: "The results has been achieved thanks to the work of the Board of Directors and the MIPEL team, to whom I have to be grateful, in addition to our consolidated collaborations with **Camera della Moda Italiana** and **Camera Italiana Buyer Moda** as well as to the support of the institutions: **ICE – Agenzia** (Italian Trade Agency) **Ministero dello Sviluppo Economico** (Minty of Foreign Affair) and **Municipality of Milano**. In addition to such relationships, this time has been a privilege to work with **Rolling Stone Italia** and **Rinascente**, absolute key player of the lifestyle and business world, with which the engaging edition of "MIPEL in città" was created, the out-show of our event".

The next edition of MIPEL will take place **from 16 to 19 September 2018** at Fieramilano-Rho at the same time of MICAM and with the "strategic" overlap of the last day of the event with the **Milan Fashion Week**.

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