

MIPEL109: a 6.9% growth in buyer attendance

The last day has come to a close for the 109th edition of MIPEL-TheBagshow, the international trade show dedicated to bags and fashion accessories. From 14 to 17 February, the event was a stage for the presentation of the fall/winter 2016/17 collections of approximately **300 brands, ranging from established names to emerging designers**. The show closed with widespread satisfaction among participating brands, thanks in part to the **growth in buyer presence, up 6.9% from the last edition**.

The final word on the event proved to be in-line with expectations, but also with the energy of the international market. **MIPEL continues to represent an industry focused on exports**, even if, looking at the numbers from the previous edition in September and preliminary figures from the first three days, there has been a **slight decline in international buyers**, especially from a few key strategic markets such as Russia. And although there are some lingering difficulties in the domestic market, Italian buyers **have shown their interest in the exhibition with a 22.7% increase in attendance over the previous edition**.

“Approximately **40% of our international operators come from countries in Asia and 50% from Europe**”, noted the general director of MIPEL, Fabrizio Solè. “The **strong market interest from the USA** for the products offered at the exhibition has been confirmed once again. **Visitor attendance was determined to be qualitatively compelling by the participating companies and the collections on display concentrated primarily on a renewed product offering for the event**. There were numerous brands participating for the first time, aiming to establish their company or reinforce their brand in the market, using this important occasion as a launchpad.”

The public support offered by ICE should also be added to this context of renewal, which facilitated an incoming delegation of increasingly qualified buyers and strengthened the international perception of leather goods bearing the Made in Italy label.

With cautious optimism, the president of MIPEL, Roberto Briccola, stated: “MIPEL’s goal, which began with the turning point of last year, is ambitious but attainable and this edition confirms that **we are on the right path**. Two areas presented at this edition, TheGlamorous and Scenario, embody Made in Italy quality and may represent a model of research and design, even for larger brands. **MIPEL, while maintaining its position as a hub for business, is also a space for discussion and collaboration which may give rise to positive synergies**”.

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