

MIPEL LAUNCHES THE FOURTH EDITION OF "MIPEL LEATHER GOODS SHOWROOM IN KOREA"

AIMPES and MIPEL are targeting markets that "work" and bring to Korea 21 companies. From 13 to 15 March 2018 MIPEL will present a group of leather goods companies in the Park Hyatt Hotel in Seoul.

The export data for 2017 (10 months) place **Korea at the sixth place in terms of value among the top 25 countries of destination for Italian leather goods**. The increase in turnover marked a percentage change of + 25.7% on the previous year, with 364 million euro. Also for this reason, the attention that AIMPES - once again supported by the actions carried out by MISE - Ministry of Economic Development and ICE - Agency - is confirmed to the Korean market.

Flexibility and adaptability to the new conditions of the global market. These only the ingredients of the recipe of AIMPES and MIPEL in version 4.0. Markets change more and more suddenly and, as a result, the operators' response must be just as fast. The role of intermediate bodies, such as Associations, lies in identifying solutions that approach supply to demand and, therefore, leather workers to markets that 'work'.

On this basis, the internationalization path towards the Korean market of MIPEL-TheBagshow, the international fair of bags and leather goods, is consolidated. After the successes recorded in the previous three editions (October 2016, March and October 2017), the exhibition "MIPEL Showroom Leather goods in Korea" returns to Seoul with 21 Italian leather goods companies, most of which AIMPES members, which will present the FW 2018/19 collections at the Park Hyatt Hotel in Gangnam.

The program of the days is packed and will start on Tuesday 13 with the inauguration at the presence of the Italian Ambassador in Seoul, Dr. Marco Della Seta, the Director of the ICE Office in Seoul, Dott.ssa Paola Bellusci and the General Manager of AIMPES and CEO of MIPEL, Dr. Danny D'Alessandro.

This will be followed by a round table open to buyers and professional press on the theme "Creativity and sustainability in Italian leather goods". The event is organized in collaboration with UNIC - National Union of the tanning industry - and with Studio Mattori, which was entrusted with the development of trends. Some entrepreneurs holding exhibiting companies will take part in the initiative.

Every day, starting from 2.30 pm, the trends directions will be presented in the special "trend area", which will show the leading products of some brands that participated in MIPEL last edition (11-14 February 2018) and showcase the "beautiful and well-made" Made in Italy product: Alila, Bakarà, BBenBag, Belloni de Silva, Capsula, Donatella Brunello, Dampai, Giorgia Baiocco, Harleq, Marchetti Uomo, Mustè, Spazio IF.

Buyers will also be asked to actively participate by expressing their preference for the most representative product for the three product categories ('Attractiveness', 'Best Selling', 'Eye-catching'). The award ceremony is scheduled for the last day of the event.

Below are the names of the brands participating in "MIPEL Leathergoods Showroom in Korea", which recorded the fully booked: A. BELLUCCI, ANNA VIRGILI, ANTONIO CRISTIANO, ARCADIA, BONFANTI, CASTELLARI, CHRISTIAN VILLA, CLAUDIA FIRENZE, CROMIA, FORTU MILANO, GIORGIA MILANI, HEDO, INNUE', KILESA, LANZETTI, LA FILLES DES FLEURS, MARCO MASI, MY CHOICE, OFFICINA ARTIGIANA, SILVANO BIAGINI, PLINIO VISONA', UMBERTO FARINA.

As usual, the initiative is sponsored by ICE-Agenzia with the aim of a broader collaboration context. In this regard, for the February MIPEL edition, the support of ICE-Agenzia took the form of an intense direct mailing campaign, preliminary to the event and in some countries of interest for Italian leather goods, followed by the selection and invitation of a qualified delegation of 30 buyers who visited the February MIPEL edition.

For next event organized by AIMPES and MIPEL on the Korean market, ICE Agenzia supports the Association and its members with a detailed communication plan before the event.

The current edition also sees the involvement of selected buyers from the neighboring cities of Incheon, Daegu and Bausan, capable of reaching a wider audience.

To make more effective the event in Park Hyatt, Aimpes is going on with the project of "Pop-Up stores", in collaboration with some renowned department or concept store in the city: Hyunday Coex, starting from March 13th to 18th, will set up an area dedicated to our companies with a special opening presentation for its customers.

Other "Pop-up" projects follow also in the prestigious "5 on the Go" space (from March 20th for about two months), and in "Museesculp" (from March 26th for about two months).

"Italy is the country of "the beauty and well done. Some markets recognize the quality more than others: among these, certainly we count South Korea. AIMPES - Italian Leather Goods Association - confirms, therefore, its own support and the maximum effort to bring its members, but not only, in the markets that work . Ours is a vocation to internationalization, this is the meaning of our commitment "- comments Danny D'Alessandro, AIMPES Director General and CEO of MIPEL.

The "MIPEL SHOWROOM in Korea" event will be followed by the exhibition Obuv Mir Kozi in Moscow (20-23 March 2018), where some leather goods exhibitors will show their FW collections. Both initiatives received the support of ICE- Agency.

Comunicazione AIMPES – e.merli@mipel.it - tel. 0258451.1
Ufficio Stampa Barbieri & Ridet - barbieriridet@mipel.it - tel.02.58328232