

140 BRANDS IN MUNICH FOR THE 'MODA MADE IN ITALY' EVENT

*The event, now in its 52nd year,
offers German buyers the chance to finalise their orders*

From the 24th to the 26th of March, Germany will be showcasing **Moda Made in Italy**, an event organised by **Assocalzaturifici** and dedicated to high-end products. The exhibition, now in its 52nd year, invites industry experts to Hall 4 of the **MOC** (Munich Order Centre), Munich's core exhibition space.

The **140 brands** on show will have the chance to intercept industry buyers from Germany, Austria and Switzerland, who have been showing an interest in Italian footwear excellence for over twenty years.

Italy exports approximately 34 million pairs of shoes to Germany each year. In the first eleven months of 2018, it recorded a 2.6% increase in exports compared to the same period in 2017, with substantial stability in terms of sales volume (+ 0.3%). Germany remains Italy's second leading import market in terms of quantity, behind France, and the third in terms of value.

"Moda Made in Italy sets out to serve as a reference hub for all buyers investing in Italian-made products," said **Giovanna Ceolini, Vice President of Assocalzaturifici**. "Our event is the main appointment for the fashion footwear and leather accessories industry in Germany and represents an effective way to access the entire market area for small and medium-sized companies operating in this sector. Only here do buyers arrive with the intention of finalising this season's purchases. Our is a key industry event, strategically timed to take place at the end of the season: a crucial moment for buyers, who choose Moda Made in Italy as the ideal business platform to consolidate their orders".

This year, the event has the same renewed and modern look of the last seasons, as well as a more functional route around the first floor of MOC Hall 4. Moreover, the Shoe Order Centre's 'permanent' showrooms will remain open throughout **Moda Made in Italy** and will contribute synergistically to enriching the exhibition's offering.

Finally, at the fair, buyers will find a purchase guide with the main A/W 2019/20 footwear and colour trends, prepared by the experts of WGSN, the largest trend forecasting agency in the world.

Milan, March 22nd, 2019