

## PRESS RELEASE

### ITALIAN TRADE AGENCY ICE AND SALONE DEL MOBILE.MILANO: PARTNERSHIP RENEWED FOR ITALIAN FURNISHING

The doors to the 57th edition of **Salone del Mobile.Milano** swing open from next **Tuesday 17th April 2018 until Sunday 22nd**, at the Rho Fiera Milano fairgrounds.

Quality and innovation, as well as major collateral events and a complete, extensive range of goods are the ingredients that go into making the Salone an unmissable event.

With more than 2,000 exhibitors, over 300,000 expected visitors, an exhibition space in excess of 200,000 m<sup>2</sup> and thousands of products making their market debut, the Salone del Mobile reasserts its position as the sector's global benchmark fair year after year.

The Salone Internazionale del Mobile and the International Furnishing Accessories Exhibition are split into three style categories: Classic, Design and xLux – the section devoted to luxury goods, successfully launched two years ago. 2018 also sees the return of the two biennials, EuroCucina – and its collateral event *Technology* for the Kitchen - and the International Bathroom Exhibition as well as the customary SaloneSatellite, dedicated to emerging designers.

*“The Salone del Mobile is a concrete example of how creating a system is a key factor for growing Made in Italy globally”, says Michele Scannavini, President of ICE. “The positive trend in Italian furnishing exports, + 3.1% in 2017 for an overall value of 14.3 billion euros, and the sector’s ability increase its presence on the European market, as well as further-flung markets such as the USA and China, is also due to the innovation and creativity encapsulated by our products. These are the standout factors of this event, which has seen ICE work closely with Federlegno to build a raft of strategic activities geared to stimulating interest and increasing the participation of international professionals, buyers, architects, interior designers and journalists in particular, right from the word go.”*

This year, given the international prominence of the Salone del Mobile, ICE and FederlegnoArredo have arranged for 74 foreign professionals from some 20 different countries to represent the markets of greatest interest to the sector: Indonesia, Vietnam, Ghana, Nigeria, Angola, South Africa, UK, USA, Mexico, China, Japan, Russia, Saudi

Arabia, Kazakhstan and India. The focus in the bathroom sector will be on geographically closer markets: France, Spain and Switzerland.

An ICE-FederlegnoArredo working round table will also be held to chime with the Salone. The aim is to present the commercial and industrial opportunities in India in order to illustrate prospective collaborative scenarios ahead of the High Level Forum announced by Prime Ministers Narendra Modi and Paolo Gentiloni in October 2017.

ICE has scheduled a series of promotional appointments between 2018 and early 2019 in the leading reference markets for Italian furnishing exports - China, USA, Russia, Mexico, Japan and Vietnam in particular. As well as our ongoing support for the Salone del Mobile. Milano and the biennial MADE expo trade fair, these activities in support of Italian companies include on and offline advertising campaigns, in-store promotions in the USA, business trips by professionals, visitors, designers and buyers to the leading industrial districts and B2B business missions abroad.