

精彩活动齐聚2014上海国际名牌鞋业皮具展秋季展，无限可能展望2015春季展

上海国际名牌鞋业皮具展继台北、哈尔滨和北京路演后，再次回归上海推广第四届展会

亚洲最具号召力与影响力的鞋业及皮革制品展览会——第四届上海国际名牌鞋业皮具展将于9月24日至26日在上海展览中心隆重举行。为期3天的展览会将面向所有业界人士开放。

theMICAMshanghai 由意大利国家鞋履制造商协会（Assocalzaturifici）、汉诺威米兰展览（上海）有限公司和意大利米兰展览公司（Fiera Milano S.p.a）共同举办。这届展会在定位上更具国际性和商务性，汇聚2015年春夏季流行的最优质产品，并推出更多增值互动。

意大利国家鞋履制造商协会主席 Cleto Sagripanti 先生对于即将到来的展会充满了期许，认为该展会对国际鞋履产业发展极具重要性：“参会的观众和买家的质量水平在逐季增长，展商对中国市场的期望值也越来越高。到目前为止，theMICAMshanghai 总是能够满足预期，展会带来的商业机会和参观人数令人十分满意。对于本届展会，我们与我们的合作伙伴——汉诺威米兰展览(上海)有限公司以及意大利米兰展览公司密切合作，以期使上海国际名牌鞋业皮具展成为这个行业的绝对领先展会。”

意大利驻上海领事馆总领事 Stefano Beltrame 先生作为意大利机构的代表出席了新闻发布会并致辞：“我对于即将到来的第四届上海国际名牌鞋业皮具展非常的满意。上海国际名牌鞋业皮具展是一个国际化的领先展会，此次展会又将有众多国际品牌参与。意大利作为第一个中国的鞋履供应国，2014年1月到7月的总出口额达到了3.4858亿美元，较去年增长了9.85%。意大利制品的精良品质是出口额不断上升的关键，也是意大利制品越来越受中国消费者欢迎的原因。”

中外品牌打造绝佳商业平台

第四届上海国际名牌鞋业皮具展的国际参与度明显提高，吸引了来自除中国以外12个不同国家的参展公司，包括意大利、西班牙、葡萄牙、法国、英国、德国、土耳其、比利时、巴西、韩国、美国等。在15000平方米展区内，部分参展国家将设立专门的展馆，集中展示其国家品牌。

作为亚太地区最重要的鞋履皮具展会，包括国际一线名牌 MOSCHINO、Calvin Klein，知名鞋履品牌 NATURINO、FRANCESCHETTI、JB Martin、FORNARINA、ROSSI、FlyLondon、Gola Classic、LORIBLU、ESSERE、BARKER，及名牌鞋履集合店 BLOCCO 5 等在内的主要鞋履和皮革饰品品牌都将踊跃参与此次展览。

上海国际名牌鞋业皮具展不仅有中国企业到场，还非常欢迎有资质的商业采购商、零售商和时尚品牌经营商参加，其中包括众多中高档购物中心诸如连卡佛、百盛集团、百联集团、上海金鹰，大牌电商天猫商城、亚马逊、京东商城、一号店、魅力惠，潮流时尚&鞋履品牌 H&M、衣恋、百丽、达芙妮、星期六集团、热风、奥康，及来自北京、成都、重庆、深圳等地区的专业买家团。参展商从而近距离地接触来自鞋履和皮具配饰行业的决策者，建立有效可观的订单。

值得一提的是，继 theMICAMshanghai“买家配对计划”（计划旨在促进买家和参展商之间的合作）的成功，此次展会仍将由一支专业团队根据鞋履配饰类型、标价、分销渠道等为买家“量身定制”，筛选目标参展品牌，安排配对会议。

多样化的鞋业及时尚产业拓展活动

展会期间将通过一系列丰富多彩的时尚讲座和研讨会，继续为参展买家提供了解最新时尚产业动态的良机。主办方邀请到了第一家、也是目前唯一一家落户上海的世界级时尚设计培训中心——马兰戈尼学院（Istituto Marangoni）的代表。届时，他将就“穿着意式鞋履，走进米兰世博”这一新颖的主题发表演讲。

除此之外，展会还将开展紧扣其它前沿话题的研讨会，例如“2015年春夏鞋款元素亮点解析”，“创造品牌与经销商的共赢商机”以及“欧洲流行趋势如何影响中国”。

其它活动亦将在展会期间相继开放，再一次将展会推向高潮。上海时装周将在圆厅举办“未来设计新势力”的活动，彼时，参展商的鞋子将与由中国年轻时装设计师设计的服装同台展出；此外，在为期3天的展会期间，意大利对外贸易委员会（ITA）将设立独一无二的 Spazio Italia 展示厅，展示“意大利制造”精品。作为意大利国家级的贸易促进机构，ITA 将带来最顶级的“意大利制造”精品，充分展现意大利鞋履的不凡之处。同时，由国际知名时尚专家 Orietta Pelizzari 女士精心挑选出 20 双意大利设计师的鞋履作品将在现场的“亚平宁风尚集萃”活动专区进行展示，让参展观众近距离感受来自意大利的鞋履设计力量。

EMI —— 2015 年 theMICAMshanghai 春季展强势合作

为了开启展会新的时尚领域之路，打造更具影响力的亚洲鞋展，为参展商和买家创造更多商业机会，主办方已开展 2015 年春季展（2015 年 3 月 11-13 日）的筹备工作。

来自意大利的 EMI 作为一家非营利性公司，常年致力于组织意大利中小型时尚公司参加世界顶级时尚贸易展。2015 年上海名牌鞋业皮具展将与 EMI 强强联手，在 3 月份的春季展内设立“意式时尚在上海”这一活动专区，集中展示意大利顶级时尚设计公司带来的服饰及配件精品。

近年来，中国时尚产业的快速发展使得意大利制造商对亚洲市场的期望值越来越高，对此 EMI 首席执行官 Alberto Scaccioni 先生坚信与上海国际名牌鞋业皮具展的合作将会取得巨大成功，“我们感觉中国的消费者较以前有了很大变化：他们追求更创新的款式、更个性化的穿着以及更新潮小众的品牌。中国消费者的这些改变加上在线购物的流行，使得我们推荐的这些意大利制造商进入中国市场变得可能。”

媒体关系：

The Blenders Communications

Monica Molinari - monica.molinari@theblenders.com.cn

Ms. Rui Xu - rui.xu@theblenders.com.cn

Tel. +86 021 62887782 #8018

Great features for the 4th edition and promising projects for 2015

After the promotional roadshows in Taipei, Harbin and Beijing
theMICAMshanghai is back to present its 4th edition

The 4th edition of theMICAMshanghai, the most influential Footwear and Leather Goods exhibition of its kind in China, will be held at the Shanghai Exhibition Centre on September 24-26.

Jointly organized by **Assocalzaturifici** (the Italian Footwear Manufacturer's Association), **Hannover Fairs Shanghai Ltd.** and **Fiera Milano**, the 4th edition of theMICAMshanghai will be more business-oriented, with important new features and will show the best quality products for the next 2015 Spring/Summer season.

Assocalzaturifici's Chairmain, Mr. Cleto Sagripanti, can see the importance the exhibition is reaching within the footwear international industry: "The quality level of visitors and buyers is raising every season, and the exhibitors' expectations for growing and succeed in the Chinese market are high. So far, the fair always met expectations and we are satisfied with both the number of visitors and business opportunities that theMICAMshanghai offer. For the next edition we worked closely with our partners Hannover Milano Fairs Shanghai Ltd. and Fiera Milano to make theMICAMshanghai a leader show in the industry".

Mr. Stefano Beltrame, Consule General of Italy in Shanghai, as a representative of the Italian Institutions, attended the Press Conference and delivered a speech: "I want to express deep satisfaction with the forthcoming 4th edition of theMICAMshanghai. This footwear exhibition has established itself as an International event and it will feature again a significant participation of foreign brands. Italy represents the first China's footwear supplier, with a total export value of 348,58 mln/\$ between January and July 2014, an increase of 9.85% over last year. The great quality of Italian manufacturing products is the key to this positive growth as well as the reason of such appreciation for Made in Italy products among Chinese consumers".

AN EXCELLENT BUSINESS PLATFORM FOR BOTH INTERNATIONAL AND DOMESTIC BRANDS

The next 4th edition of theMICAMshanghai, particularly features a larger number of international exhibitors coming from 12 different countries outside China such as Italy, Spain, Portugal, France, United Kingdom, Germany, Turkey, Belgium, Brazil, Korea, USA, etc. Inside the 15.000 square meters exhibition area, some of these countries will have a dedicated pavilion for their brands to be grouped together in order to develop a much stronger presence.

All leading footwear and leather accessories brands, will take part to the show including premium international brands MOSCHINO and Calvin Klein, famous footwear brands NATURINO, FRANCESCHETTI, JB Martin, FORNARINA, ROSSI, Fly London, Gola Classic, LORIBLU, ESSERE, BARKER, and footwear retail store BLOCCO 5, etc.

During the next edition of theMICAMshanghai, the exhibitors will have close contact with buyers and decision-makers of primary importance in the footwear and leather goods industry, thus receiving substantial orders. Many trade professionals already confirmed their presence such as high-end shopping centers Lane Crawford, Parkson, Bailian Group and Shanghai Golden Eagle International Shopping Square, major e-commerce platforms Tmall, Amazon, JD.COM, YHD and Glamour-Sales, fashion&footwear brands H&M, E-land, Belle, Daphne, FOSHAN SATURDAY SHOES, Hot Wind, Aokang, and also buyer groups from Beijing, Chengdu, Chongqing, Shenzhen and etc.

It is worth mentioning that, the work of selecting the best buyers in Asia is moving forward thanks to theMICAMshanghai Matching, a platform active since the last edition of the event, designed to facilitate encounters between buyers and exhibitors. A team of coordinators is selecting the buyers based on certain requisites and will pair them with their target exhibitors, creating important opportunities for business during the event and possibilities of solid collaborations

FOUR SPECIALTY SEMINARS TO KEEP UP WITH INDUSTRY UPDATES

During theMICAMshanghai, value-added seminars will create excellent opportunities for participants to know the latest fashion industry updates. The organizers have invited a representative from Istituto Marangoni, the first and currently only world-class fashion and design training centre in Shanghai, who will speak on and discuss about the theme “Walking to EXPO Milan wearing Italian shoes”. There will be also workshops focusing on other cutting-edge topics like “2015 Spring/Summer Footwear Trends”, “Creating winning business opportunities between brands and dealers” and “How does the European Fashion Trends influence China Market”.

In addition, other activities will open one after another during the fair period in order to push the show to another climax.

Shanghai Fashion Week will curate an event called “New Design Power of the Future” in the Round Hall where shoes from exhibitors will be displayed together with clothes designed by young fashion Chinese designer.

During the 3 day’s exhibition, **ITA, Italian Trade Agency** will create Spazio Italia, an hospitality space to support and display the best footwear collections Made in Italy. At the same time, 20 pairs of wonderful shoes selected by well-known fashion expert Ms. Orietta Pelizzari will be displayed in a special dedicated area called “Italian Glamour”, giving visitors a great opportunity to enjoy Italian footwear design.

EMI –AN EXCITING COLLABORATION PLANNED FOR 2015 MARCH-EDITION

The organizers already started to work also on the next 2015 edition (11-13 March 2015) in order to add extra-value to the show, create even more business opportunities for both exhibitors and visitors and open the exhibition to new areas of the fashion industry.

For these reasons, the March 2015 edition of theMICAMshanghai will feature the direct participation of **EMI – Ente Moda Italia**, with a selection of outstanding Italian fashion companies showcasing their new collections of clothing and accessories within a special area called “Italian Fashion at theMICAMshanghai”.

EnteModa Italia is a non-profit company that organizes and arranges the participation of the best small-medium sized Italian fashion firms in the world’s finest fashion trade-shows.

Mr. Alberto Scaccioni, CEO of Ente Moda Italia it’s sure that the collaboration with theMICAMshanghai can be really successful thank to the recent development of the Chinese fashion industry and the growing interest for Italian manufacturers to succeed in Asia: “We feel that there is now something new among Chinese consumers: there are sophisticated and interesting niches, a desire for more innovative styling, more personalized looks and for new and small brands. These important changes, along with the growth of online commerce, are now making possible for Italian manufacturers like those we represent to make their entry in the Chinese market”.

Media Relations contacts:

The Blenders Communications

Monica Molinari - monica.molinari@theblenders.com.cn

Rui Xu – rui.xu@theblenders.com.cn/

Tel. +86 021 62887782 #8018