

Ready to Show / Intertex Milano

February 2015

Post-show report

Ready to Show, the only sourcing exhibition in Italy for garments, knitwear and fashion accessories, organized jointly with **Intertex Milano**, the international fabrics exhibition, was held at the same time as **Milano Unica** from February 4 to 6, 2015. Open to producers and exporters from all over the world, this exhibition is really dedicated to participants from Non- European Countries, who are most welcome!

10 countries were represented at Ready to Show, not only Italy and France, but also Turkey, China, Hong Kong, India, Mauritius, Bangladesh, Nepal and Albania!

Visitors came from all over Italy (72% of total)

- Lombardy 49%
- Emilia Romagna 15%
- Tuscany 7%
- Piemonte 6%
- Roma + Lazio 5%
- Veneto 5%
- Campania 4%
- Puglia 2%
- Others 7%

but also from abroad (28%)

- Eastern Europe (Romania, Poland, Croazia)
- Russia +CIS (Kazakhstan, Lithuania/Estonia)
- Turkey
- Switzerland
- Germany
- Spain
- Middle-East
- China & Hong Kong

In 2013 Italian importations of fabrics and clothing has decreased by 4% , Tunisia is the big loser (-12,7%) but also importations from China (-7,4%) and Romania (-8,4%) have gone down. At contrary, Bangladesh has exported to Italy +11,3% , Pakistan +14,2%, Albania +10,2% and Turkey +5,1%.

Despite its market share, in 2014, has dropped from 24% to 23% China is still the first supplier.

Our aim for **Ready to Show/ Intertex Milano** on September 2015 will be to introduce a larger choice of emerging suppliers, in order to give Italian sourcing managers (and especially newcomers such as chain-stores or young brands) an opportunity to meet in Milan a specimen of each type of proposal before organizing their next sourcing mission!

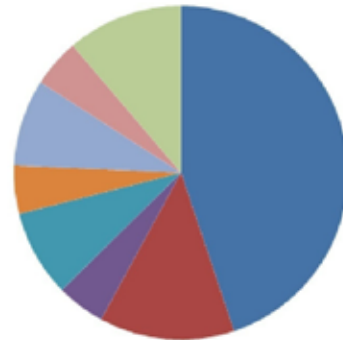
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Visitors' report

Italy 72 %, 28% abroad

VISITORS FROM ITALY

- Lombardy 49%
- Emilia Romagna 15%
- Tuscany 7%
- Piemonte 6%
- Roma + Lazio 5%
- Veneto 6%
- Campania 4%
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- Others 7%



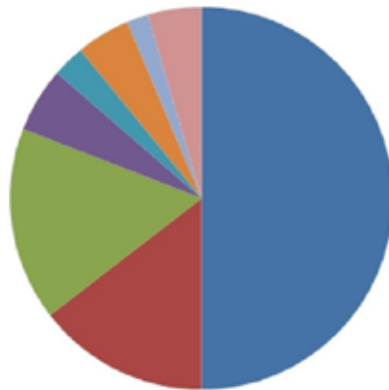
VISITORS FROM ABROAD

- Russia + CIS (Kazakhstan, Lithuania/Latvia)
- Eastern Europe (Romania, Poland, Serbia)
- Turkey
- Switzerland
- Germany
- France
- Middle-East
- China & Hong Kong

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Visitor's report

VISITORS' CATEGORIES



■ Brandnames looking for production partners (menswear, womenswear, childrenswear, underwear, knitwear, beachwear ...) 46%

■ Designers 15%

■ Chain stores / Retailers 14%

■ Wholesalers 7%

■ Regional agents 6%

■ Importers/ General Agents 4%

■ Department stores 2%

■ Others 6%

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