

A TURNING POINT FOR MIPEL 108

It's the last day of MIPEL 108-The Bagshow, the international bags and fashion accessories tradeshow, which has come to a very satisfactory end thanks to a change of direction taken by the event organisers.

Despite the fact that a number of critical issues with regard to Italy still persist – which is a reflection of the performance of internal consumption – the response of buyers and exhibitors has been good. On the whole, a positive outcome was reported by the overseas countries that had a lively presence, with increasingly high-quality products, reaffirming the event as an important appointment for companies and operators in the sector.

This first success of MIPEL's change of direction, initiated and pursued with determination by the two presidents, Roberto Briccola, President of MIPEL and Riccardo Braccialini, President of AIMPES (Italian Leather Goods Dealers Association), has been confirmed not only among exhibitors and buyers, but also the international press.

"We want to make this event a centre of excellence for international leather goods", explains Roberto Briccola, "and we have particularly intervened in the selection of the companies: less exhibitors, compared to the previous shows, but of a higher level. For us, this year's event represents a real turning point, and the results are not only positive from an aesthetic perspective, but also for the affluence and quality of the buyers, which has come from our intensive work on attracting overseas operators".

Riccardo Braccialini, the new President of AIMPES is also on the same page: "The Italian leather goods sector has once again proven its ability to pose itself as a key player. We would like to thank the MiSE (Ministry of Economic Development) and the ICE (Italian Trade Agency), whose support has made this year's event possible.

MIPEL's success in terms of turnover is also due to the close collaboration between TheMICAM and MIPEL: an important synergic relationship that has also been made possible by running the two tradeshows side-by-side".

Braccialini concludes: "I promised a change and now we are starting to see the first signs of recovery. This is the beginning of an ambitious, but possible task".

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