

## MIPEL115

**Sustainability, environmental awareness and social responsibility were the key words of MIPEL 115, the last under the chairmanship of Riccardo Braccialini. Compared to MIPEL 114 presence have increased (+7%) and compared to February 2018 they a slightly decreased (-2,9%).**

The last edition of MIPEL 115, in Fieramilano-Rho, ended the 13<sup>th</sup> of February 2019. The last under the guidance of **Riccardo Braccialini** and the fourth driven by **Danny D'Alessandro**, General Director of Assopellettieri and CEO of MIPEL.

The event, organised by Aimpes Servizi S.r.l., with the support of ITA-Italian Trade Agency, The Ministry of Economic Development and promoted by Assopellettieri, registered 50 new exhibitors and 20 important returns.

The figures about the total attendance at the event are growing compared to the last edition of September 2018: there were less visitors from Southeast Asian, but European visitors increased, especially from Russia (+33%), Spain (+26%), France (+23%) and Germany (+21%).

Despite the uncertainties across the internal market, Italy is once again the best performer, recording +10% compared to the previous MIPEL edition.

*“This is the moment to draw conclusion in relation to the last activities. I am satisfied about MIPEL final results despite all the difficulties during my work. With the support of Assopellettieri and Aimpes Servizi S.r.l. General Board, MIPEL organizer, we generated the conditions to ease Italian companies development and the incoming of international leather goods key players that help MIPEL to become both contemporary and stronger on a global market. I wish that the next chairman will continue along this path.” – said Riccardo Braccialini, Chairman of Assopellettieri and Mipel.*



*“Today ended an important renewal and evolution cycle. MIPEL 115, the last under the chairmanship of Riccardo Braccialini, gain good results in terms of attendance despite the fluctuations of internal market. This underlines that all the administration changes had given back a real international and attractive exhibition for both buyers and exhibitors from all over the world. The Assopellettieri Association and Aimpes Servizi S.r.l. confirm their commitment to growth alongside companies ”– said **Danny D’Alessandro, General Director of Assopellettieri and CEO of MIPEL.***

Next MIPEL will be from 15 to 18 September 2019 at Fieramilano-Rho, at the same time with Micam, Ho.Mi (the lifestyle exhibition) and the Milan fashion week.

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