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**MICAM AMERICAS IS BORN.
MICAM PARTNERS WITH MAGIC AND PROJECT TO LAUNCH
A NEW EVENT FOR THE FOOTWEAR MARKET
IN LAS VEGAS FROM 17 TO 19 AUGUST**

MICAM continues to grow, now making its debut on American soil with a new event partnership with MAGIC -- designed to create a strong bond between the trade-fair brand and buyers operating in the American market.

In fact, the very first edition of **MICAM Americas**, an international event entirely dedicated to the American market, is due to be held **at the Convention Center in Las Vegas** from **17 to 19 August 2020**. It will succeed FN PLATFORM as the largest footwear event in the USA and brings together the global footwear community.

Produced in partnership with Informa Markets, an international exhibition organiser which has in its portfolio over 550 B2B events representing industries in various sectors, **MICAM Americas** will be held in conjunction with **MAGIC** and **PROJECT**, the most important fashion trade show in the USA, offering dealers from all over the world an unprecedented business and training opportunity.

"By joining up with MAGIC, MICAM will be creating a new business opportunity, thanks to the organisational experience of two already successful and well-established trade fairs – says **Siro Badon**, Chair of MICAM and Assocalzaturifici – For this reason we are happy to extend the MICAM brand and to be able to meet the American fashion community, thanks to the creation of MICAM Americas and our partnership with Informa Markets.

There is no doubt that the possibilities this new event offers are of considerable interest to our Italian manufacturers as well – continues **Badon** – In fact, as far as exports are concerned, the United States represent the fourth largest market for Italian-made footwear and in the first 10 months of 2019 exports grew substantially, both in terms of value (+11% compared with the previous year) and average price (+14%), with over 2 million 300 thousand pairs of Made-in-Italy shoes entering the country". (Data: Confindustria Moda for Assocalzaturifici).

Promosso da:



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Leslie Gallin, President Footwear, Informa Markets Fashion, said “MAGIC has grown the footprint for the footwear industry in the United States. This new partnership forges a powerful global footwear community, servicing our customers with more access to trends, education and business opportunities.”

Thanks to the wealth of experience accumulated by the world’s leading footwear trade-fair and to the synergy with America’s best-known fashion trade show, **MICAM Americas** will in fact offer the community a new opportunity for coming into contact with the most prestigious international brands interested in the US market.

The appointment with **MICAM Americas** is at **Las Vegas Convention Center, from 17 to 19 August 2020**, in conjunction with **MAGIC** and **PROJECT**.