

CALENDAR

Monday the 19th of September

10:15 am	TREND WGSN – 2023 fashion big ideas MICAM X – Pav. 1 <i>KIM MANNINO - Director of Trend Curation</i>
11:00 am	VCS – Roundtable with VCS engaged footwear companies MICAM X – Pav. 1 <i>ALICE MARCATO – Technical Director Politecnico Calzaturiero</i> <i>CÉLINE TESSITORE – Commercial & Sustainability Director Roveda</i> <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>MATTEO SCARPARO – Head of Global Trade Unit Assocalzaturifici</i> <i>SABRINA FRONTINI – Director ICEC</i>
12:00 pm	HDSSL/H Pav. 5 - Stand F22-26 Press conference for German companies and exhibitors
2:15 pm	Future of Retail: Trends and Technologies MICAM X – Pav. 1 <i>ANGELO COLETTA - CEO & Founder Zakeke</i> <i>BARBARA MAIOCCHI - Ceo, Creative Director & Co-Founder Livetrend</i> <i>CLAUDIO CALVARUSO - Co-Founder & CEO ON-Limited</i> <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>FRANCESCO PASSONE - Country Manager for Italy and responsible for Klarna's Solutions & Delivery teams</i> <i>LUIGIA REDAVIDE - CTO & Operations Manager Diana E-commerce Corporation</i> <i>MARTA BONATI - Country Manager Ebury</i> <i>MICHAEL FERRARO - Executive Director of the FIT Design and Technology Lab (DTech)</i>
3:30 pm	BENETTON - Pav. 2K01 L02 Award ceremony for the student - winners of the REMIX project
4:00 pm	WGSN TRENDS - A/W 23/24 women's and men's footwear forecast MICAM X – Pav. 1 <i>KIM MANNINO - Director of Trend Curation</i>
4:45 pm	Presenting VCS – Verified and Certified Steps MICAM X - Pav. 1 <i>CHRISTIAN BAILO - Spin360</i> <i>ELENA BARONE - Spin360</i>
6:00 pm	International Lab of Mittelmoda – The Fashion Award - MICAM X – Pav. 1



SCAN THE CODE TO GET MORE INFO ON THE PANELISTS

SCANSIONA IL CODICE PER MAGGIORI INFO SUI RELATORI

Promoted by:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3

I-20145 Milano

Telephone +39 02 43829.1

press@themicam.com

www.themicam.com

Monday the 19th of September – Events outside MICAM

8:00 – 10:00 pm	VEEPEE - TERRAZZA DUOMO 21- P.za del Duomo, 21, Milano Go for second life upcycling (invitation only)
8:30 – 10:00 pm	BIKKEMBERGS - PLASTIC – Via Gargano, 15, Milan Presentation of the collection (invitation only)

VIVI AL MASSIMO L'ESPERIENZA MICAM / ENJOY MICAM EXPERIENCE TO THE FULLEST

NON PERDERE / DO NOT MISS:



MICAM TALES SQUARE – Pav. 7 stand C11

La speciale area ispirata alla campagna di comunicazione che permette ai visitatori di vivere da protagonisti l'experience creando divertimento e interazione. Gadget limited edition a chi pubblica sui propri social delle foto, taggando @micam.milano e usando uno dei filtri ufficiali.

Domenica 18 e lunedì 19 settembre alle ore 12 e alle ore 16 potrete danzare con il principe e la principessa protagonisti della campagna pubblicitaria.

Inoltre durante tutto il giorno il principe girerà in fiera alla ricerca della principessa... sei tu? Prova la scarpetta e lo saprai!

MICAM TALES SQUARE – Pav. 7 stand C11

The special area inspired by the advertising campaign where visitors can participate in the experience themselves, enjoying plenty of fun and interaction. Limited edition gadgets will be offered to people who publish photos on their pages on the social networks, tagging @micam.milano and using one of the official filters.

Sunday the 18th and Monday the 19th of September at 12:00 and 16:00 you can dance with the prince and princess, the stars of the advertising campaign. Throughout the day the prince will go around the fair looking for his princess... is that you? Try on the shoe and you will know!

Promoted by:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telephone +39 02 43829.1
press@themicam.com
www.themicam.com

MICAM Sustainability Lab powered by VCS
Pad. 3 stand K11 - L'area dedicata al tema della sostenibilità che vedrà protagonista l'importante progetto VCS Verified & Certified steps, il primo marchio di certificazione della sostenibilità per il settore calzaturiero

MICAM Sustainability Lab powered by VCS
Pav. 3 stand K11 - The area dedicated to sustainability focusing on an important project: VCS verified & certified steps, the first sustainability certification trademark for the footwear industry,



Emerging Designers - Pad. 1 stand F09 G10
Lo spazio dedicato a 12 creativi provenienti da tutto il mondo le cui proposte spazieranno dalla riscoperta delle antiche tradizioni alla più spinta ricerca su forme e materiali, con uno stile originale, attento ai valori della sostenibilità e ricco di suggestioni dalle culture di tutto il mondo.

Emerging Designers - Pav. 1 stand F09 G10
The area dedicated to 12 up-and-coming designers from all over the world whose style proposals will range from a return to ancient traditions to cutting-edge experimentation with forms and materials, in an original style, with a focus on sustainability abounding in inspiration from cultures all over the world.

MICAM
M I L A N O
**EMER
GING
DESIGN
ERS**



Area Start Up - Pad. 1 stand H12
l'area dedicata alle eccellenze nascenti. Giovani realtà italiane, che guardano al mondo con ottimismo e puntano al settore della calzatura e della moda per promuovere le proprie idee rivoluzionarie.

Area Start Up - Pav. 1 stand H12
The area will showcase emerging new excellence: young Italian footwear makers with an optimistic outlook who express their revolutionary ideas through footwear and fashion.

Promoted by:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telephone +39 02 43829.1
press@themicam.com
www.themicam.com

MICAM⁹⁴ | *#Finally
Together*
M I L A N O

Italian Artisan - Pad. 1 stand F11

***L'area dedicata alla Piattaforma B2B che mette
in contatto le eccellenze manifatturiere Italiane
con Brand e Retailer internazionali.***

Italian Artisan[®]
MADE IN ITALY, MADE EASY

***Italian Artisan - Pav. 1 stand F11 – The area dedicated to the B2B platform connecting quality
Italian manufacturers with international brands and retailers.***

Promoted by:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telephone +39 02 43829.1
press@themicam.com
www.themicam.com