

CALENDAR

Sunday - February 19

10:00 am	Secretary of State for International Trade and Foreign Investment, Bernardo Ivo Cruz – South Gate
10:30 am	Ribbon-cutting Ceremony – East gate <i>DANIELA SANTANCHE' – Minister of Tourism</i> <i>LUCIA ALBANO – Undersecretary of State in the Ministry of Economy and Finance</i> <i>PAOLA FRASSINETTI - Undersecretary of State in the Ministry of Education and Merit</i> <i>ALESSIA CAPPELLO - Councillor for Economic Development and Labour Policies of the Municipality of Milan</i> <i>ROBERTO LUONGO – Director ICE</i> <i>GIOVANNA CEOLINI – President Assocalzaturifici and MICAM</i> <i>FRANCO GABBRIELLI – President MIPEL</i> <i>NORBERTO ALBERTALLI – President The One</i> <i>FULVIA BACCHI – CEO Lineapelle</i> <i>LUCA PALERMO – CEO Fiera Milano spa</i>
10:45 am	OPENING CEREMONY MICAM, Mipel, TheOne e HOMI Fashion&Jewels – MICAMX – Pav. 1 <i>ANDREA GUOLO – Journalist (Moderator)</i> <i>DANIELA SANTANCHE' – Minister of Tourism</i> <i>LUCIA ALBANO – Undersecretary of State in the Ministry of Economy and Finance</i> <i>PAOLA FRASSINETTI - Undersecretary of State in the Ministry of Education and Merit</i> <i>ALESSIA CAPPELLO - Councillor for Economic Development and Labour Policies of the Municipality of Milan</i> <i>ROBERTO LUONGO – Director ICE</i> <i>GIOVANNA CEOLINI – President Assocalzaturifici and MICAM</i> <i>FRANCO GABBRIELLI – President MIPEL</i> <i>NORBERTO ALBERTALLI – President The One</i> <i>FULVIA BACCHI – CEO Lineapelle</i> <i>LUCA PALERMO – CEO Fiera Milano spa</i>
11:15 am	Buyers and Market Perspectives - MICAMX – Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Moderator</i> <i>MARCO SPERATI - Vice President of FederModaItalia Milano and Board Member of KAMMI Group</i> <i>MATTEO SCARPARO – Assocalzaturifici Head of Global Trade Unit</i> <i>NITA CHANDIRAMANI - Director Euroxi International Pte Ltd</i> <i>SAKEN ZAXHYBAYEV - Fashion Bureau</i>
12:00 pm	WGSN TRENDS – SS24 Women's & Men's Core Footwear Focus – MICAMX – Pav. 1 <i>TAMARA LEGUIA – WGSN Senior Client Consultant</i>
12:30 pm	Guest of honour Manuela Arcuri together with designer Alviero Martini – Pav. 2 Stand R30

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- 1:00 pm **New scenarios and prospects for growth in the footwear industry, with a focus on the United States and on the Footwear – USA project – Pav.1 Stand A01**
RAFFAELE VITALI – Journalist (Moderator)
FRANCESCO ACQUAROLI – President of Marche Region
MARCO BRUSCHINI – Head of ATIM (Marche Region Tourism Agency)
ROBERTO LUONGO – Director ICE
ANDREA SANTORI – Entrepreneur and President of SVEM
FRANCESCA ORLANDI - Entrepreneur and President of Linea, special company of the Marche Chamber of Commerce
GIOVANNA CEOLINI – President Assocalzaturifici and MICAM
- 1:30 pm **GIO+ fashion parade- Special guest model Romina Gomes, from Cape Verde, ex Mother Nature of tv show *Ciao Darwin* - Pav. 2 Stand F21 G22**
- 2:15 pm **Marche Way – La Via Marchigiana ai Mercati del Mondo - 32nd World Convention of Italian Chambers of Commerce Abroad - Pav. 1 stand A01**
- 2:30 pm **A/W 23-24 BUYER GUIDE - Trends and Must Haves by Livetrend – MICAMX – Pav. 1**
BARBARA MAIOCCHI - Ceo, Creative Director & Co-Founder Livetrend
JULIA STRATMANN - Senior Trend Analyst Livetrend
- 3:30 pm **GIO+ fashion parade - Special guest model Romina Gomes, from Cape Verde, ex Mother Nature of tv show *Ciao Darwin* - Pav. 2 Stand F21 G22**

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LIVE THE MICAM EXPERIENCE TO THE FULL

DON'T MISS:

NEW MICAMX AREA – Pav. 1

The area has a completely new layout designed to offer visitors a unique opportunity to get up on issues of key importance for the industry relating to four main themes: trends & materials, sustainability, art fashion heritage & future and the future of retail.

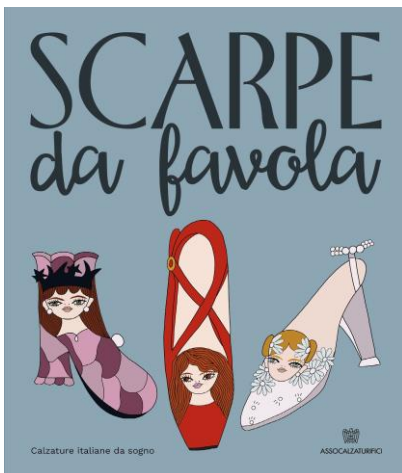
Come and see the two new special areas!

The **Trends & Materials** area, set up in collaboration with **Lineapelle**, will take the form of a display of materials and components featured in the FW 23-24 collections, with the additional attraction of a new tool for buyers – the **Trends Buyer Guide powered by Livetrend**: a guide to trends and must-haves for the next FW season that helps buyers identify the season's best-sellers and optimise their purchases.

The **Future of retail** area, dedicated to the retail of the future, will host companies that produce avant-garde technologies for the world of footwear retail while remaining firmly people-oriented.



Scan the code to download
the Buyer Guide



MICAM Tales Square – Pav. 3

MICAM will host the final chapter in the #micamtales communication campaign. It was this fantastic journey into a magical world that inspired the book "**Scarpe da Favola**" ("Fairy-tale Shoes"). To mark the 95th edition of MICAM, 95 Italian footwear companies were featured in the book, which will take the form of a **digital exhibition** that can be seen over the four days of the event.

Come and get your copy of the book and poster signed by the author and illustrator of the book! Lucia del Pasqua and La Fille Bertha look forward to seeing you on 19-20 February from 11 a.m. to 4 p.m.

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