

CALENDAR

Monday - February 20

10:30 am	WGSN TRENDS - SS24 Women's & Men's Footwear Macro Trends - MICAMX - Pav. 1 <i>TAMARA LEGUIA - WGSN Senior Client Consultant</i>
11:00 am	FUTURE OF RETAIL: Human Centric and Hybrid Retail - MICAMX - Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
11:20 am	FUTURE OF RETAIL: Trends and Technologies Pills - MICAMX - Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>NICOLINE VAN ENTER - CEO Footwearology</i>
12:00 pm	HDS/L Press Conference - Pav. 5 Stand F22
12:00 pm	Matteo Salvini - Minister of Infrastructure and Transport - MICAMX - Pav. 1 <i>ATTILIO FONTANA - President Lombardy Region</i> <i>ANDREA GUOLO - Journalist (Moderator)</i>
12:00 pm	Guests of honour Sandra Milo and Marisa Laurito together with designer Rocco Barocco - Pav.2 Stand U11 V12
12:40 pm	FUTURE OF RETAIL: Trends and Technologies Pills - MICAMX - Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>MICHAEL FERRARO - Director FIT Dtech Lab</i>
1:10 pm	FUTURE OF RETAIL: Trends and Technologies Pills - MICAMX - Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>GERMAN PICCO - Futureclo CEO & Founder</i>
1:40 pm	FUTURE OF RETAIL: Trends and Technologies Pills - MICAMX - Pav. 1 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>ANDREA CARPINETI - CEO and co-founder DIS/ZAKEKE</i>
2:30 pm	WGSN TRENDS - Sustainable Store Design - MICAMX - Pav. 1 <i>KIM MANNINO - WGSN Director of Trend Curation</i>
4:00 pm	SUSTAINABILITY PILLS - MICAMX - Pav. 1 EXTENDED PRODUCER RESPONSIBILITY (EPR) IN EU COUNTRIES: FROM NEW OBLIGATIONS REGARDING PACKAGING AND USED-PRODUCT MANAGEMENT TO THE OPPORTUNITIES REPRESENTED BY THE VCS SUSTAINABILITY CERTIFICATION MARK <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i> <i>PIERLUIGI GORANI - Senior Manager/Tax BDO Tax S.r.l. Stp</i>

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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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