

CALENDAR

Tuesday - February 21

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| 10:30 am | <p>Valentino Valentini – Deputy Minister for Enterprises and Made in Italy – MICAMX – Pav.1
 <i>ROSELINA SALEMI – Journalist (Moderator)</i>
 <i>GIOVANNA CEOLINI - President Assocalzaturifici and MICAM</i>
 <i>FRANCO GABBRIELLI – President MIPEL</i>
 <i>ROBERTO TADINI – President AIP</i>
 <i>LUCA PALERMO – CEO of Fiera Milano spa</i></p> |
| 11:30 am | <p>SUSTAINABILITY PILLS: Science Calls, Legislation Evolves– MICAMX – Pav. 1
 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
 <i>RITA TARDIOLO - Lawyer BIRD&BIRD</i>
 <i>CONSTANTIN EIKEL - Lawyer BIRD&BIRD</i></p> |
| 12:00 am | <p>SUSTAINABILITY PILLS: Science Calls, Legislation Evolves – MICAMX – Pav. 1
 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
 <i>SERENELLA SALA - Deputy Head of Unit JRC COMMISSIONE EUROPEA</i></p> |
| 12:20 pm | <p>SUSTAINABILITY ROUNDTABLE - Market Responds: New Approaches – MICAMX – Pav. 1
 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
 <i>ALICE MARCATO – Director of Politecnico Calzaturiero</i>
 <i>FEDERICA MELCHIORRI - Head of MARKETING E COMUNICAZIONE Calzaturificio GAL.MEN</i>
 <i>GILBERTO BALLIN – Commercial Director Moda Di Fausto</i></p> |
| 2:30 pm | <p>WGSN TRENDS - SS24 Women’s & Men’s Core Footwear Focus – MICAMX – Pav. 1
 <i>KIM MANNINO – WGSN Director of Trend Curation</i></p> |
| 3:15 pm | <p>ART, FASHION, HERITAGE & FUTURE - Roundtable with Emerging Designers – MICAMX – Pav. 1
 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
 <i>FELIPE FIALLO – Bran Felipe Fiallo - Emerging Designer</i>
 <i>SALONE MONET – Brand Salone Monet - Emerging Designer</i>
 <i>SERGIO SILVA – Brand Éhonté - Emerging Designer</i>
 <i>VICTORIA ANDRE’ – Brand Vandrelaar - Emerging Designer</i></p> |
| 4:00 pm | <p>ART, FASHION, HERITAGE & FUTURE - THE EDUCATION AND TRAINING PERSPECTIVE – MICAMX – Pav. 1
 <i>FEDERICO BRUGNOLI - MICAM X Curator (Moderator)</i>
 <i>ALBERICO GUERZONI – IED Milano Director</i>
 <i>FURIO FRANCINI - Director Accademia Costume Moda</i>
 <i>MATTEO SECOLI – President Piattaforma Sistema Formativo Moda</i>
 <i>ANNA ROGG - Career Service, Alumni & Industry Relationship Senior Manager Marangoni</i></p> |

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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**" ("Fairytale 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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