

CALENDAR

Wednesday - February 22

10:15 am	<p>Training, Orientation, Skill Certification for the Development of Talent – MICAMX – Pav. 1</p> <p>Opening remarks: <i>GIOVANNA CEOLINI – President Assocalzaturifici and MICAM</i> <i>GIANNI BRUGNOLI – Vice President Confindustria for Human Capital</i></p> <p>Project Presentation: <i>CLAUDIO GAGLIARDI – Vice Secretary-general unioncamere</i> <i>ROBERTO PEVERELLI – President Tam Network and Head of ISIS Paolo Carcano</i> <i>CLAUDIA CACCIA – Teacher at ISIS Paleocapa</i></p> <p>Conclusions: <i>CARLO BRICCOLA – President Gruppo Giovani Confindustria Moda</i></p>
11:45 am	<p>MICAM Happy Hour – A Moment of Pleasure to Discover the Best of MICAM 95 – MICAMX – Pav. 1</p>

Promoted by:



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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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