



INTERNATIONAL EXHIBITION OF YARNS AND FIBRES
FOR WOVEN AND KNITTED FABRICS
FOR APPAREL, FURNISHING AND TECHNICAL TEXTILES

FILO at the Congress of *Intercolor*

Intercolor and FILO, two excellences in the world of textile, will meet in Biella.

FILO, international exhibition of yarns and fibre for woven and knitted fabrics and technical textiles, is sponsoring the Congress of *Intercolor*, the association which joins together colour experts coming from thirteen countries and whose meeting will be held in Biella this year.

Yarns and colours, research in excellence, a look towards tomorrow's fashion: there are many contact points both in philosophy and activities of FILO and *Intercolor*. On one side, *Intercolor* develops the chromatic atmospheres which will influence next seasons; on the other side, FILO represents the first and fundamental ring of the long textile chain: the ring which is the base of the good quality of woven fabrics, knitted fabrics, for apparel and furnishings.

Therefore the meeting point is Biella, the capital of "*Made in Italy*" textiles, a district where the historical group of exhibitors originates.

FILO is the international exhibition of yarns and fibres for woven and knitted fabrics and technical textile, for men's and women's wear and furnishings. The event is organized by AssoServizi Biella, services company of the Unione Industriale Biellese.

FILO has a strong identity, it is held twice a year (in March and in October), and it has built up its success on two essential features: the excellence of products and a business-based organization.

The Italian exhibitors and those from Europe which are at FILO propose only high quality collections, green and ethical oriented. While the organization of the fair is based on being concrete, highly professional and efficient. FILO lasts two days and it is visited by the most qualified Italian and international buyers and the exhibiting site is designed to make the visit easy and comfortable.

All these characteristics make FILO an ideal business platform. Nowadays it is the only BtoB exhibition focused on an high-quality range of products.

In 2011 FILO has started a new innovative path and it has put a keen eye towards other European countries. The aim is to grow the number and the quality of international buyers offering to exhibitors further business opportunities towards new markets. This is thanks to the renovated cooperation with ICE - the Italian Institute for Foreign Trade. In the meantime, a new designed layout organized on one floor highlighted more than ever the Trends Area, with its products and colour cards developed by Gianni Bologna.

FILO will show its product development proposals in two meetings: on 27 June in Biella and on 28 June in Milan. The 36th edition will be held on 12 and 13 October at Le Stelline Congress Centre in Milan.

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