

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

FILO: all you need to know about the 40th Edition

The 40th edition of FILO, the International fair of fibres and yarns, is on stage on the 9th and 10th October 2013 at the "Le Stelline" Congress Centre in Milan (corso Magenta 61).

This is a special edition celebrating the 20th anniversary of FILO, the only *business to business* fair dedicated to yarns and materials of excellence. However, the celebrations for this "important birthday" do not change the character of the fair which is inspired by concreteness, professionalism and efficiency.

These characteristics are fully reflected in the words of Paolo Monfermoso, manager of FILO, "The twentieth anniversary of FILO is the ideal occasion to trace the path that has made this fair an event not to be missed in the realm of international fairs. This success has been made possible thanks to the exhibitors, their work and their continuous quest for excellence. On the other hand, we consider the "first" twenty years of FILO as a starting point for new important challenges. In this spirit we are continuing on the course for "controlled expansion" which allows us to always add new exhibitors to every edition. We have also strengthened the initiatives particularly aimed at foreign buyers. In addition, the good results obtained in September by other events preceding ours seem to indicate a more positive climate for the textile system and we are convinced that our 40th Edition will contribute in confirming this trend, proving once again how FILO has become an ideal platform for business."

Looking at the future we have chosen "Youth" as the theme for the 40th anniversary of FILO. It is a concept of youth that bears in itself the chance for growth, knowing how to take opportunities, the ability to innovate and renew as well as the acceptance of more complex market challenges. All of this will be discussed at the inaugural round table (9th October at 11.30 a.m.) with **Marilena Bolli**, President of Unione Industriale Biellese; **Carlo Calenda**, Deputy-minister of economic development; **Claudio Marenzi**, President of Smi; **Alberto Costa**, President of the Gomitolo Rosa Association and **Mauro Rossetti**, Director of the Association for Textiles and Safety.

Among the challenges not to be ignored that the companies manufacturing products made in Italy are facing today is the great problem of expansion on foreign markets. For some time now FILO has started various initiatives in this direction and at the 40th Edition there will be some foreign companies from the European Union, Japan, the USA and Turkey. For these companies there will be a program of *business to business* appointments that will continue for part of the delegation in the companies of Piedmont during the days following the event. The program of international activity is organized in collaboration with the Ice Agency for foreign promotion and the internationalization of Italian companies, Unione Industriale Biellese and Ceipiemonte in the area of Piemonte Textile Excellence, Progetto Integrato di Filiera (PIF) backed by the Piemonte Region and the Chamber of Commerce of Biella, Vercelli and Turin, with the goal of creating a new meeting point among foreign operators and companies from Piedmont operating in the textile and textile machinery sector.

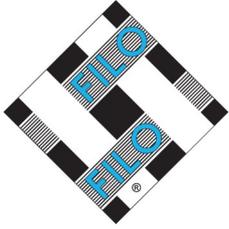
As Leo Longanesi used to say "there is only one great fashion: youth." In the 20th Anniversary Edition of FILO "youth" is the protagonist for the Trend Area. Gianni Bologna, manager of creativity and product development for FILO has elaborated proposals that anticipate "a mixture and a juxtaposition of textile aspects that are not always "harmonious" from a traditional point of view but that for some time have become part of our daily aesthetics." The origin of the phenomenon is unequivocal: all of us, especially the young, live in a

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world immersed with hyper-communication which has become the become the trainer for the real and the virtual.”

And after a hard working day comes the “surprise” with the anniversary party. FILO is expecting exhibitors, visitors and the press on the 9th October 2013 at 6 p.m. on the terrace of “Stelline Caffè & Gourmandises”. Among the specialities from Biella, various delicacies, wines and prizes for the most faithful exhibitors, FILO-party will be another occasion to meet among the professional experts of the textile system in a relaxed convivial atmosphere.

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