

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

## FILO: A success for the 39th edition

The 39th edition of FILO, the International fair of yarns and fibres, closed today after a successful event.

On the note of what was affirmed by the President of Confindustria Giorgio Squinzi in his message at the event, in which, “Examples of success like FILO prove that we can still find recovery and growth thanks to companies and workers who do their work with passion, professionalism and determination without ever giving up or refusing to push on.” The firms exhibiting have proposed collections characterized by a deep attention for research and innovation for their products of excellence.

On the whole, the March 2013 edition of FILO has been very satisfactory with a growth in the number of exhibitors that has reached over eighty and a good number of visitors. As the manager of FILO, Paolo Monfermoso, claims, “In the two days of the event the climate was positive and the conclusive result of the 39th edition speaks through its numbers. The visitors were in line with those who attended the March edition last year, which is natural for a business to business event. As it was frequently underscored by the exhibitors, the buyers were always highly qualified with extremely clear ideas. What we refer to as “controlled growth” of FILO proceeds along the lines that we have already outlined in the past few editions. In consideration of this we would like to underline the great collaboration we have established with the new ICE (the Agency for the promotion of Italian firms on foreign markets). This collaboration is based on three fundamental concepts that have always characterized FILO: concreteness, professionalism and efficiency.”

The main theme of the 39<sup>th</sup> edition of FILO was “Footprints”, declined in the various interpretations by Gianni Bologna for the product proposals exhibited in the Trend Area. In the discussion at the round table Marilena Bolli, President of Unione Industriale Biellese, interpreted the “footprints” as the industrial heritage, “made of passion and creativity which we must transmit to the new generations.”

To achieve this goal, it is vital to “create a training cycle”. Biella offers, “an excellent example with a master in Management and Textile Engineering, created by Città Studi in collaboration with Liuc, whose objective is to train professionals with a complete profile of technical and management know-how for the textile-fashion sector.” Pier Francesco Corcione, director of Unione Industriale Biellese, after reiterating that “the strong point of the wool district of Biella is the ability to continue to detain the higher end of the market,” announced that on the 12<sup>th</sup> to the 14<sup>th</sup> of June Biella will host the 82<sup>nd</sup> World Congress IWTO.

As Corcione explained, “The congress will be focused on “*Excellence in manufacturing – Heritage for the future*”. For us this message means defending the textile sector, which is

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still operative in the Biella district, and exploiting manufacturing as the engine pulling the economy. This is a priority not to be ignored so as to stimulate economic recovery.”

The satisfaction of the organizers was also echoed by the words of the exhibitors. Nicoletta Meriglio of **Botto Poala** is satisfied with the two days at FILO, “These were good working days because we met many customers some of whom were new, in particular on the second day. The proposals for women called “so smart” were especially appreciated, since they were a real novelty with very large fancy fabrics with a fur effect. For men there were our classics, livened by small mouliné effects. The jerseys with a fabric effect were also very successful especially the wool, silk, linen mixtures.”

**Filatura di Pollone** also had positive words about FILO, “which manages to attract careful, concrete and qualified visitors who do not waste time and do not make exhibitors lose any time. We can say that we were satisfied with the results obtained by our proposals during this edition.”

Very positive comments came from Angelo Della Porta of **Pozzi Electa**, who said, “We are very satisfied and we have had a good number of visitors and not only our usual customers. Everyone seemed very qualified and concrete. As usual we presented some new blends which were appreciated very much.”

Roberto Barbavara of **Vimar** commented, “For our company these two days were very positive. We met many buyers, some of whom were our consolidated customers, but also several new visitors, mainly from abroad. We recognize that the organizers have achieved their goal of internationalization, which we had requested, thanks to the collaboration with ICE.

As producers of a very special product there is an aspect of FILO that is of particular importance for us: it is an event reserved for specialists of the sector who are able to understand the value and the potential of our proposals, contrary to what occurs in other events.”

Alberto Enoch of **Servizi e Seta** remarked that “for our company it was an excellent “first time” at FILO. We worked well in these two days in a positive climate and with a good flow of foreign visitors, especially from France. Our Shetlands, wool and silk and our pure silk were among the products appreciated the most.”

Roberto Rimoldi of **Filatura Luisa** declared, “the fair went well and it was in line with our expectations.

From abroad there were mainly French visitors. We hope that the praise our collection received will become orders! Among the buyers we noted they were searching for novelties, fantasies and products where research is evident. Among the novelties, our Lulù yarn was especially appreciated as well as all of our fantasies.”

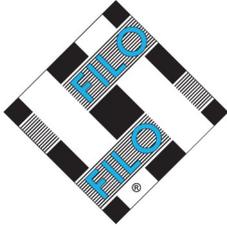
Vincenzo Caneparo of **Davifil** confirms the positive trend of the event. “We worked very well with numerous qualified buyers, if we take into consideration the great moment of uncertainty. The fair now has a very defined shape, which makes it an event not to be missed for qualified buyers. In our collection, natural yarns prevail which is a consolidated trend denoting greater attention even on the part of final consumers for the quality of the products and the ecological sustainability of the production.

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Mariarosa Dissegna of **Marchi** and **Fildi** emphasizes that “the fair went well with the number of visitors in line with last year. Among foreigners there were primarily the French. As for products, the interest was for flake yarns and all of the innovative yarns. It is vital that research and development be supported by ready and competent customer service, otherwise the interest of the buyer remains as such but does not become orders.”

Roberto Belloli di **Antonio Aspesi** defines “a positive trend for the many buyers who visited our stand in the two days of the fair. Our company is very careful to satisfy the various needs of the customers and for this reason in the last few years we have made numerous technological innovations in the production of our products.”

For this edition we have brought some decidedly innovative proposals: in the more technical line Cordenka, a highly resistant yarn, while in the line more oriented to fashion the article in greatest demand was Ali Babà, composed of 80 percent viscose/20 percent black over-dyed polyester.”

Bertrand Hogg of **Lurex** agrees “with the good flow of visitors. We have been present at FILO for many years and this is where we meet our Italian customers, who are now consolidated and appreciate our high quality products.”

The 40th edition of FILO will be held once again at the Le Stelline Congress Centre on the 9th and 10th of October 2013.

Biella, 21st March 2013

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