



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

Summer Postcards from FILO

It's August, it's vacation time in Italy! There is no time for vacation, however, for FILO: the 42^a edition of the exhibition is getting close - it's scheduled for October 8th and 9th, 2014 at the Congress Centre Le Stelline, Milan – and hard work is in progress to give exhibitors and buyers many business opportunities.

To know everything you need about FILO and to stay up-to-date with news about its 42 edition, the easiest way is browsing FILO website (www.filo.it), while the next FILO NewsLetter issue is scheduled for September 3th, 2014.

The theme developed by the 42nd edition of FILO is “The Perpetuum Mobile of innovation”. In FILO's view, in fact, Italian and European companies will be able to grow and maintain the excellence of their output only through the R&D for new products and new processing methods.

As for the organisation's new proposals, we would like to underline FILOSpot, a new service designed to enhance firms' visibility and brand recognition. Companies, visitors, professionals and magazines present at FILO will have the opportunity to launch their promotional or advertising messages in twelve dedicated positions located at strategic points of the exhibiting area inside the Le Stelline Congress Centre. To maximize visibility of the adverts of all the companies willing to make use of this initiative, FILO organisation has chosen the FILOSpot spaces among the areas most frequently visited by the exhibition audience.

In the meantime, we are looking forward to seeing you at the 42^a edition of FILO, on the October 8th and 9th, 2014 at the Congress Centre Le Stelline, Milan.

Biella, 30 luglio 2014

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