



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

The 41st edition of FILO is opened

The 41st edition of FILO, the International fair of yarns and fibres, opens today at Le Stelline Congress Centre in Milan (corso Magenta 61).

FILO, the two-day fair, is the only *business to business* event focused on the excellence of yarns in the international exhibition landscape.

Affirms **Pier Francesco Corcione**, managing director of Assoservizi Biella: «High quality, research and innovation of the yarns produced by the leading Italian and European manufacturers have always been the distinctive features of FILO. They also reflect the spirit of a sector that, in the different Italian districts, has been able to combine craftsmanship with the most advanced technologies to achieve the best products. Today, spinning is the first link in a production chain that, only if complete, can add values to the fashion system and contribute to the development and optimization of the entire Italian manufacturing, whose key role is often underestimated. This is why FILO has enthusiastically joined the initiative promoted by the Piedmontese Confindustria Associations "I love Italy, but enough is enough", to underline that recovery lies with businesses having the same features of those exhibiting at FILO ». With regard to the novelties of the 41st edition of FILO, Corcione comments the reasons which led to breaking with the traditional opening round table in favour of an appointment at 6 p.m. on the first fair day: «Our intention was to create a happening capable of involving all FILO participants. The evening hours allow all visitors and exhibitors to be present at a meeting developed on a multi-level communication, while always keeping focus on the product, as it should be in a fair like FILO».

Paolo Monfermoso, FILO manager, has the task to evaluate figures and expectations of the 41st edition of FILO: «This FILO edition opens in an atmosphere of cautious optimism. The number of exhibitors is in line with the previous editions and the pre-registrations confirm the arrival of highly qualified buyers. These optimistic signs are strengthened by the trend shown in the recent exhibitions preceding FILO as well as by the latest data on forecasts issued by the Biellese entrepreneurs for the first quarter 2014. To support the companies' growth in International markets, FILO continues its collaboration with regional and National institutions – first of all with Ice – which give us the possibility to host delegations of foreign buyers, whose projects in most cases are carried forward in the territories even after the two-day event. In addition to the project "From FILO to the finished garment" (visits to the companies reserved to the press), we have started a new initiative: FILO NewsLetter, a lean magazine sent via e-mail to all FILO accredited operators. Both initiatives meet the will to carry on a constant dialogue with FILO protagonists throughout the year ».

Organized by



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The theme of the 41st edition of FILO is the “central role of the individual at the time of social networks”, a concept that in the Trend Area is summarized in the title “Username”. Explains **Gianni Bologna**, FILO creativity and product development manager: «The society suggests a yearning for freedom of movement, for the reduction of all kinds of constrictions and for simplicity, which appears also in the tendency towards discretion. Because, once the “social” intoxication has ended, the “individual” finds again its central position, focused more than ever on its own individuality ».

The excellence products exhibited in an environment designed to maximize business opportunities is certainly the key of FILO success. And if all this is enriched by small, special attentions given to the guests, working during the two-day fair becomes more enjoyable for everybody. That's why at FILO you drink Lauretana the “best water in Europe” according to many consumers and for sure the lightest water in Europe in terms of organoleptic properties. Biscuits, *torcetti* and other sweets are by Patti Pasticceria, which are the result of tradition and craftsmanship, made from handmade dough with no preservatives or additives. The flower arrangements for the fair are created by the Angolo del Fiore by Christian Canterino

The 41st edition of FILO takes place at Le Stelline Congress Centre (corso Magenta 61) on **March 5 and 6, 2014**.

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