



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

## The first edition of Filo Shanghai: the made in Italy yarns head for Asia

A few days after the conclusion of the 44<sup>th</sup> edition, Filo will move to China for the first edition of Filo Shanghai, to be held between 13 and 15 October 2015. The Salon for yarns and fibres will be present at Intertextile Shanghai in the pavilion of Milano Unica.

Seven Italian yarn producers will participate in this first edition of Filo Shanghai: Davifil, Filatura C4, Filatura Pettinata Luisa 1966, Ghezzi, Monvania, Ongetta, Servizi e Seta.

Filo Shanghai is located in an area adjacent to Milano Unica, with a separate entrance and a layout specifically designed to make the space dedicated to yarns immediately recognizable. After registering at Filo reception desk, Filo Shanghai visitors will be welcomed at the Trend Area, hosting the panels of the seven exhibiting companies. This will give the Asian buyers the possibility to come immediately in touch with the quality and innovation character of the made in Italy yarns. From there, the visit continues through the stands of the spinning mills.

Filo Shanghai will be accessible both from the International pavilion as well as from Milano Unica.

“We are going to Shanghai with the same attitude with which we have always organized Filo in Milan, that is focusing on concreteness, professionalism and effectiveness”, affirms Paolo Monfermoso, Filo manager, and adds: “The seven companies to participate in the first edition of Filo Shanghai excellently represent, through their diversified productions, the strength of the Italian spinning, and its ongoing ability to renew and innovate in order to meet the requests of increasingly demanding and competitive markets. The choice of Filo to organize the event in Shanghai is part of a strategy of internationalization of the fair, keeping up the prime objective of offering our exhibitors new concrete business opportunities, with an emphasis on the very high quality of their products, both in Shanghai as well as in Milan”. “Likewise— concludes Monfermoso – we are very satisfied with the synergy with Milano Unica: this allows us to make the Asian buyers aware of the excellence and innovation of the whole Italian textile. And for that, we thank the Ministry of Economic Development – and the Ice Agency - for having encouraged this collaboration between trade fairs and having made the project possible under the Extraordinary Plan for made in Italy”.

The date of the first edition of Filo Shanghai is October 13-15, 2015 in the Hall 6.2, Booth N at the *National Exhibition and Convention Center* in Shanghai.

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