



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

The countdown for the 45th edition of Filo has started

The opening time for the 45th edition of Filo is getting closer: the yarns and fibres' exhibition, held at *Palazzo delle Stelline* in Milan (Corso Magenta 61), is scheduled on the 2nd and 3rd of March 2016.

Yarns processed by the exhibiting companies for the next seasons are then ready to meet professionals and press during the unique business to business fair dedicated to high-end products.

While the beautiful setting of *Palazzo delle Stelline* and its cloister has matched with Filo for a long time, for the 45th edition, the exhibition's layout is renewed, in order to make the exhibiting space even more welcoming and functioning. At the same time, the *Trend Area* renovates its role as the 'core' of the exhibition and as the ideal starting point for visiting Filo, thanks to the tableaux realized in cooperation with the companies.

In this edition, the inspiration is '*Curriculum vitae*', in order to consider daily outfits that often recalls different styles and sparks, elegance and its contrary.

Among the 45th edition's news, one of the most significant one is the important initiative dedicated to innovation and textile research, established in cooperation with PoinTex – Innovation Textile Cluster.

New are also the time and place of the 45th Filo edition's inauguration: 2pm at Sala Pirelli (Palazzo delle Stelline) as part of the conference "Il filo dell'internazionalizzazione" – 'The Yarn of Internationalization', organised by Filo, Italian Trade Agency-ITA and Sistema Moda Italia together.

Internationalization is indeed one of the key points for success of Made in Italy's companies. However, especially for small and medium enterprises – as the ones of textile pipeline are – the opening to foreign markets can be totally reached only through the cooperation and synergies that can be carried out over the entire pipeline. To this end, Filo has been proposing tangible examples, with programs and initiatives developed with the cooperation of Italian Trade Agency-ITA and the synergy existing with Milano Unica for Filo Shanghai, in accordance with the Ministry for Economic Development. The conference "Il filo dell'internazionalizzazione" also represents the opportunity to show the promoting activities implemented by Italian Trade Agency-ITA for Italian companies and to discuss about the main international trends, focusing on France and Turkey.

The first day of Filo will end, as tradition, with the FiloHappening's cocktail (in the FiloLounge, at 6pm – 2nd of March 2016): a further occasion to talk about yarns and market's trends with exhibitors and visitors, in a friendly atmosphere.

In addition, Filo proposes another important innovation reserved for press: starting from this edition, accredited journalists take their badges directly at the Filo Press Office. This is to simplify the entrance of press to the exhibition, avoiding queues at the reception.

All news and update about the 45th Filo edition can be found visiting the website www.filo.it and in the Filo Newsletter.

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