

press release
(English translation)

FIMAST: INNOVATION, TRAINING AND SUSTAINABILITY, THE HOSIERY SUPPLY CHAIN, IN BRESCIA AS OF TOMORROW

Until Friday, 22nd October, at the Brixia Forum, Italian Exhibition Group's B2B show: exhibition and events among technological innovations, trends and sustainability

www.fimast.eu

Brescia (Italy), 18th October 2021 – The most advanced innovations and technological solutions, the importance of training, the value of sustainability and digital in the textile industry. **FIMAST 2021, Italian Exhibition Group's B2B hosiery supply chain exhibition, will open tomorrow** - Tuesday, October 19th - at the **Brixia Forum in Brescia (Italy) until Friday, October 22nd**.

Besides providing a business matching opportunity with the main players in the mechanical-textile industry, FIMAST will offer **professional updating** with a programme of **conferences, seminars and events** designed to meet the challenges of the market.

Sustainability will be a hot topic in the **FIMAST Arena**. Two talks have been scheduled for tomorrow, Tuesday 19th: the first will feature Giusy Bettoni, CEO and founder of **C.L.A.S.S.**, platform for the integration of responsible innovation in the textile and fashion industry and partner of FIMAST, who will highlight **best smart practices** in the hosiery supply chain. **Traceability** and **eco-toxicological requirements** will be discussed in the second talk organised by **Centro Servizi Impresa (CSC)** and **Associazione Distretto Calza e Intimo (ADICI)**: **a close look at the circular economy in textiles** together with the **Tessile Salute** association and **Brescia University**.

Responsible innovation will also be central to the focus on **Wolford's sustainability journey**, told by Andreas Roehrich, Global Director R&D and Sustainability, at the meeting on 20th October organised in partnership with C.L.A.S.S.

October 20th at FIMAST will also see a workshop, organized by ADICI and the **Machina Lonati Technical High School**, which will present **training courses** for students and young professionals.

The day will continue with two talks, in partnership with **ASSOSPORT**, under the banner of technological innovation. The first will focus on **tubular knitting for footwear**, the second on **high-performance materials in the development of sports socks** with talks by leading companies in the sector.

Another important event, organised by CSC and ADICI together with **Milan Polytechnic**, will deal with the world of **e-commerce**: on 21st October, data processed by the Polytechnic's digital e-commerce observatory will be presented in order to understand the opportunities this channel can offer, as well as practical advice on how to set up an online sales site.

FIMAST will take place in safety due to applying the **#SAFE BUSINESS** by IEG protocol and the Group's **GBAC STAR™** accreditation, the global certification program for international standards of cleanliness, disinfection and infectious disease prevention for facilities and staff. Furthermore, with **SAFE TRAVEL**, IEG will provide timely and constant information and assistance regarding the regulations and requirements to which international visitors and exhibitors are subject in order to come to Italy.

ABOUT FIMAST

FIMAST, the **international tradeshow dedicated to the entire hosiery industry** is a **biennial B2B** event now in its **fifth edition**. It will be held in the Brixia Forum Expo Center in Brescia (Italy). **Opening hours:** from Tuesday October 19th, 2021 to Thursday October 21st, 2021 from 9am to 6pm; Friday October 22^d, 2021 from 9am to 2 pm. Unique in Italy for the sector, it offers the latest world news on textile machines for socks. Thanks to the presence of large hosiery factories, it opens scenarios for the major yarn producers in the key districts of this sector in Italy: in Brescia, the headquarters of the main machinery district for this type of article, and in Mantua for the finished product. www.fimast.eu

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

<https://www.iegexpo.it/en/>

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