

final press release (English translation)

IEG: THE HOSIERY SUPPLY CHAIN HAS RESTARTED FROM FIMAST

Responsible innovation was the hallmark of Italian Exhibition Group's zero edition of the B2B event dedicated to the world of hosiery and knitted footwear, which closes its doors today, highlighting the dynamism of the entire supply chain. 20% of visitors from 28 foreign countries at the Brescia show.

www.fimast.eu

Brescia (Italy), 22nd October 2021 – Optimism for the sector's recovery, the desire to physically meet again and great ability to adapt to the global context changed by the pandemic. This is what emerges at the end of the first edition of **FIMAST**, organized by Italian Exhibition Group, which closes today at **Brixia Forum in Brescia**, Italy.

The **B2B** event turned the spotlights back on **the hosiery supply chain**, summoning the sector's top players to the show, **brands and excellences** from the area that unites the **hosiery textile industry's two main districts** - the **Brescia** district, centred on **mechanical textiles** with the **production of machinery, components and accessories**, and the **Mantua** district, linked to the **production of yarns and hosiery**, together with leading companies from **Germany, Spain, Portugal and England**.

FIMAST provided a meeting place not only for hosiery but also for the world of **accessories, sportswear and technical clothing**. Designers, product and production managers from the world of 3D footwear, sportswear and technical hosiery discussed topics relating to **technological innovation** as well as to the product development possibilities that technologies presented at the show offered. The theme of **responsible** innovation, around which the entire **project of IEG's new FIMAST** revolves through a first-rate partnership with **C.L.A.S.S.**, captured the attention of visiting operators, who are increasingly attentive to the needs of consumers in terms of sustainable and ethical products.

The exhibition season for the world of hosiery has therefore re-started thanks to IEG's business event that saw a qualified **audience of visitors** from **all over Italy** attending the show and **20%** of the overall number **also from abroad**, representing **28 countries** - 75% from Europe, 14% from Turkey and 11% from the rest of the world, in particular Argentina, South Africa and Russia - marking a point of change for the business community of reference and laying the foundations for the mechanical-textile and hosiery production districts' recovery.

During the four days of the event, held in complete safety thanks to the **SAFE BUSINESS by IEG protocol**, international experts from within the sector took part in a panel of conferences, seminars and events designed to tackle present and future challenges. **Sustainability**, the importance of **training, technological innovation** and company and production process **digitalization** were the focus of the meetings attended by key partners for the hosiery supply chain: **C.L.A.S.S., Assosport, Centro Servizi Impresa (CSC)** and the **Associazione Distretto Calza e Intimo (ADICI)**.

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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