

Milan: design excellences from Italy and all over the world.

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Milan is ready to host the 57th edition of the "Salone del Mobile.Milano", one of the most prestigious events in the world of design and furniture. The fair will open from 17 to 22 April - the last two days will be open to the public - presenting a line up full of novelties and unmissable appointments for over 300,000 visitors expected from more than 165 countries.

These visitors, together with more than 2,000 exhibitors, will be the soul of the event that, as every year, renews itself and welcomes industry professionals, such as architects and designers, interior decorators, exporters, and importers, to Milan. The event is not only an exhibition of paramount importance for anyone even slightly interested in design but also a chance to take advantage of the networking opportunities and to know potential partners for their business.

Next to the main exhibition will be the *International Furnishing Accessories Exhibition* (split into the three styles - Classic: Tradition in the Future, Design, and xLux), the biennial events EuroCucina / FTK (Technology For the Kitchen) and the International Bathroom Exhibition. Last but not least, SaloneSatellite, which will host, as it does every year, new designers and graduates of international design schools.

The edition was conceived as a new starting point and precisely in this perspective the first Manifesto of the **Salone del Mobile.Milano** was drafted. The document puts the role of Milan at the forefront praising the importance of the renewal and internationalization processes that affected the city of which the Salone is an integral part. The Manifesto's programmatic commitment underlines the need to create a system, to focus on communication, on sustainable quality, and on young talents.

The design industry has 29,000 companies across the country, with a turnover of around € 4.3 billion. The continental leadership in the design sector (16.2% of the almost 180,000 EU companies) has been strengthened by the results of the last five years which saw to an increase of 1.5%, while the turnover grew by 3.6%. Praising the ability of Italian business to interact with each other to create a value-chain of excellence, Stefano Bordone, vice president of FederlegnoArredo said that "Italian companies, small and very small, have a flexibility and a propensity to risk that makes them unique in the international scene, and therefore also attractive for designers and designers all over the world".

The **Salone del Mobile.Milano** will also offer a unique and prestigious window of opportunity for foreign investors to engage with the Italian design industry. Thanks to this, entrepreneurs will be able to establish new and profitable business partnerships and thus becoming a player in the ever-strong Made in Italy design world; such an endeavour is now even easier thanks to the new government visa program for investors. InvestorVisa.it is ready to help interested businessmen

with finding already established Italian companies in which to invest and with the necessary procedures to obtain the visa.

Sources: Sole 24 Ore