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Press Release

The International Home Show ends today at fieramilano

Macef: over 80 thousand visitors

The percentage of foreign operators increases

Over 80,000 visitors, including 11,450 from abroad, visited Macef, International Home Show, which closes its doors this evening at fieramilano. For the organizers of Fiera Milano International, these are positive numbers; the drop from last year is modest (-6%), and only concerns the Italian component. The number of foreign visitors remained practically unaltered, and amounted to around 15% of the total.

"Despite the crisis, which is a reality, - says Sandro Bicocchi, Managing Director of Fiera Milano International – the market continues to reward companies with a will to innovate and the ability to offer consumers well made, beautiful, useful products at a reasonable price. These are companies that have a solid manufacturing background with brands that are known all over the world and have no intention of giving up their plans for development, increasing their business in Italy and abroad or representing prospects for employment. For their part, the more than eighty thousand trade visitors to Macef are proof that distributors also recognize and appreciate this commitment and are prepared to invest in the recovery."

Sales figures varied for the sectors that make up the show: business was very good for design objects and the high-end of the table-kitchen sector (many exhibitors took orders for a greater amount than last year); considerable in the "personal" (costume jewellery and fashion accessories) sector, and more modest for classic and ethnic style furnishing accessories and low-end decorations.

A rigorously b2b trade fair, Macef has strengthened its historic role as a "barometer" of the homeware market and broadened it by becoming a driving force for opportunity also outside the exhibition complex fence by launching specialist projects aimed at the promotion of local economies. After the successful launch of Macef Med last November in Naples in co-operation with the Campania Region, in March Macef and the autonomous Sardinia Region will be involved in a similar initiative in Cagliari in favour of Sardinian craftsmanship.

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