



The dynamism of Simac Tanning Tech instills courage in the sector and launches new proposals in terms of process organization and digitalisation towards a sustainable transition.

The turnout data is very positive:
over 6,500 certified attendances
approximately 40% foreign
20 international delegations supported by ITA-Agenzia
+37% of visitors compared to the last edition
+14% of exhibitors, brands and institutions compared to the last edition



Milan, 22 September 2023- The final attendance data, with over **6,500 certified presences** between operators and delegations of which approximately **60% Italian**



visitors and 40% foreign visitors and therefore **+37% of visitors and +14% of exhibitors compared to last year**, reward the commitment and will to innovate of the 320 exhibitors, brands and institutions present at **Simac Tanning Tech** and confirm a recovery of the fair at pre-covid levels.

The numbers confirm the positive trend, starting from those of the exhibiting companies present on the **15 thousand square meters** of the fair. **Italy** above all, but also **Turkey, France, Germany, Portugal, Brazil, Mexico, Spain, Tunisia and the great return of Asian countries among the 96 nations of origin of the visitors.**

It is not just a question of numbers: a very significant and qualified turnout visiting the historic pavilions 14 and 18, to which must be added the one attracted by the other Milanese fairs which met again this year at Rho Fiera and which made Milan the centre of the fashion supply chain. Precisely the synergy of the combined fairs was driving and decisive for the success of the event, together with the innovations and application services presented by the multi-sector reality which shared the objective of giving life to productive ecosystems in the name of sustainable transition.

*“The international presence of visitors and the attention of technology producers towards the organization of processes and digitalisation – proudly states the President of Simac Tanning Tech **Maria Vittoria Brustia** – confirm a significant change towards a sustainable transition. We are certain that this path shared by all operators in the sector will soon generate satisfactory results. Furthermore, I would like to take this opportunity to thank ITA-Agenzia, which has allowed us to strengthen the incoming program of visitors and delegations from abroad”.*

Thanks to the consolidated collaboration with **ITA-Agenzia**, the Simac Tanning Tech fair benefited from the presence of **18 international delegations** from Argentina, Brazil, Colombia, Ethiopia, India, Indonesia, England, Iran, Mexico, Pakistan, Paraguay, Poland, Romania, South Africa, Tunisia, Turkey, Uzbekistan and Vietnam with **around 100 buyers, institutional delegates and foreign press**, a significant part of which was also present at the **21st International Congress of footwear technicians UITIC**, held from 19 to 22 September between Milan and Vigevano.

Simac Tanning Tech reiterated **the value of the exhibition synergy with Lineapelle** (the most important exhibition reserved for the global fashion, luxury and design supply chain), held in conjunction with Fiera Milano Rho.

*“A fair which, despite the complexities of the market, demonstrated the great vitality of the exhibition sectors – commented the CEO of LINEAPELLE **Fulvia Bacchi** – Creativity, ability to involve and stimulate the various operators were the strong points of a fair, whose international leadership cannot be questioned.”*

Let's meet at the **fiftieth edition of Simac Tanning Tech** scheduled from **17 to 19 September 2024**, always at Fiera Milano Rho.