



PRESS RELEASE

Fashion system: Simac Tanning Tech, increasingly an international benchmark event, with 25% of exhibitors from abroad

- From 23 to 25 September, Milan will once again host the leading event for the footwear, leather goods and tanning industries, with 312 exhibitors, 25% of whom are international.
- President Bergozza: *"In a particularly difficult year, with a 12.8% decline in exports in the first five months of 2025, our sector is showing solid resilience"*
- As part of Simac Tanning Tech, a Memorandum of Understanding will also be signed with the Kenya Association of Manufacturers (KAM) which, as part of the *Mattei Plan for Africa*, aims to support the development of the entire leather supply chain in the African country.

Rome, 11 September 2025

The technological excellence of Made in Italy supporting the global fashion system. This was the message that opened today's press conference presenting **Simac Tanning Tech, the international reference event for machinery and technologies for the footwear, leather goods and tanning industries**. Organised by **Assomac** (the Confindustria association representing Italian companies in the sector), the event, which will be held at **Fiera Milano Rho from 23 to 25 September 2025**, was presented in Rome, at the headquarters of the **ITA Agency**, in a joint event with **Lineapelle**, the other global benchmark for Made in Italy in the sector, to underline the strategic role of Simac Tanning Tech at an international level.

Now in its 51st edition, the fair consolidates its status as a landmark event, maintaining a high level of attractiveness for both exhibitors and visitors. With an area of 13,400 square metres, the event will welcome **312 exhibitors, 25% of whom come from abroad**, confirming the sector's confidence and internationality. The fair will welcome around **200 foreign delegates**, 97 of whom are part of an official delegation, thanks to the support of the Ministry of Foreign Affairs and International Cooperation and the ITA Agency.

"In a particularly difficult year, with a 12.8% decline in exports in the first five months of 2025, our sector is showing solid resilience," commented Mauro Bergozza, President of Assomac. "Simac Tanning Tech is the place where Italian excellence is showcased, promoting technology transfer and collaboration on a global level. It is here that we show the world how our innovation can help build a more competitive and resilient production system."



The global economic context, characterised by trade challenges and protectionist policies, has made 2025 a particularly difficult year for the sector. The repercussions are being felt in Europe and in the main Asian countries, where there has been **a decline in Italian technology exports**. It is in response to these challenges that Italian industry can make a decisive contribution, thanks to its excellence in mechanics, automation and the digitalisation of production processes. Italian companies, particularly those represented by Assomac, are already leaders in the development of advanced solutions for the leather, footwear and leather goods supply chain and are not limiting themselves to traditional markets but are looking to new opportunities for growth.

It is within this vision that special attention is being paid to the African continent, in line with the strategic guidelines of the **Mattei Plan for Africa**. At Simac Tanning Tech, **a Memorandum of Understanding will be signed between Assomac, UNIC – Italian Tanners, UNPAC – National Union of Italian Tanning Auxiliary Manufacturers and the Kenya Association of Manufacturers (KAM)**. This cooperation agreement, the result of a series of projects already successfully launched in other African countries, aims **to support the development of the entire leather supply chain in Kenya**, from the breeding process to the finished product, basing the partnership on the transfer of know-how and the implementation of sustainable technologies.

The signing of this agreement at Simac Tanning Tech confirms that the fair is not just a commercial event, but in fact represents a real strategic platform where wide-ranging projects are brought to fruition. With this in mind, the event is held in **close synergy with Lineapelle**, thanks to a **strategic agreement** that aims to enhance the entire fashion value chain by combining machinery technology with high-quality materials. A document signed during the fair sees both organisations committed to creating a deep and continuous synergy to promote innovation, sustainability and competitiveness throughout the global supply chain. For this reason, the programme for the 2025 edition will include thematic focuses on environmental compatibility, artificial intelligence and skills development for Industry 5.0. The fair thus confirms its status as a key meeting point for the sector, bringing together research, industry and the market with a strategic vision for the future.



Simac Tanning Tech

Simac Tanning Tech is the international event with the most qualified offer of machinery and technologies for the footwear, leather goods and tanning industries, which takes place in Milan, concurrently with Lineapelle. There are many services dedicated exclusively to the visitor, allowing greater enjoyment range of merchandise, ease in the movements, better planning of the stay during the exhibition and a wider range of entertainment in the city.

The event, reserved for the sector operators, will be held from 23 to 25 September 2025 at Milano Fiera Rho.

Assomac

Assomac is the National Association of Italian Manufacturers of Footwear, Leather Goods and Tanning Technologies. Founded in 1982, it is a global benchmark for technology applied to these sectors, with over 130 member companies exporting to more than 130 countries. Assomac's mission is to promote and enhance the technological expertise of its member companies, guaranteeing customers worldwide customised solutions, sustainable technology, comprehensive support, optimal control and management, and continuous innovation. Assomac is a dynamic organisation committed to fostering the growth of its member companies by promoting Italian-made products, opening up new markets and providing access to innovative technologies. It is also active in creating a modern business culture, disseminating sector knowledge and skills and activating supply chain synergies, with the aim of becoming an international "technology hub": a meeting place and forum for discussion for all operators in the sector.

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