

## **PROPOSTE 2017: FINAL CONSIDERATIONS**

Proposte 2017 was a great success. The XXV edition came to a close with the unabated enthusiasm of the 89 exhibitors. Compared to last year the overall number of visitors remained unchanged (+0.55%), there was a noticeable reduction in Italians but a significant increase in visitors from China, the United States, Russia, Australia, Spain and Germany. The high level of quality of the buyers was stressed by the exhibitors. This year demonstrated once again that the Fair remains an excellent showcase for new collections, an enthusiasm which was also confirmed by the companies that exhibited for the first time. Proposte confirms its status as a highly international fair, with representatives of foreign companies making up nearly 70 percent of the total number of visitors.

## **PRESS CONFERENCE**

The press conference that was held on the morning of 4 May at Villa Antica was a dive into the past. Sitting at the speakers' table were the Director Massimo Mosiello, the President Mauro Cavelli and the Vice-President Piercarlo Viganò accompanied by the Milanese artist Paolo Gonzato.

They recalled the first edition, the birth of Proposte that some did not believe in, but, twenty-five years later, this Fair, made by entrepreneurs for entrepreneurs, has without a doubt convinced everyone.

They discussed wanting to delve deeper into the topic of trends, creating a service for exhibitors and visitors as part of the fair.

The conference concluded with the honouring of the 13 exhibitors that, since 1993, have been present at Proposte and the 7 people who throughout all the editions have worked behind the scenes to organize it.

## **GALA EVENING**

The gala evening was a huge hit with the audience. The extraordinary Mario Biondi delighted the 600 people present who had the honour of enjoying the show in the beautiful setting of Villa Antica. After regaling the audience with a dozen of his greatest hits like "Shine on" and "Love is a temple", the artist, before bidding his farewell, declared that in a charming location such as the one that hosted him he would be willing to sing all night!

## **A SPECIAL THANK YOU TO ICE**

We would like to give a special thank you to the ICE, *Italian Trade Agency*, that, once again this year, made possible the participation of an important delegation of 18 foreign journalists from the United States, the Ukraine, Turkey, India, Poland, Belgium, Germany, Russia, Spain, the United Arab Emirates, the UK, Hungary, Japan and Mexico.