

Proposte 2019

And now, please welcome the twenty-seventh edition of Proposte!

This year the calendar period of the Fair has been radically changed. Yesterday was the last day of the Salone Internazionale del Mobile in Milan, and today is the first day, for the exhibitors and visitors of Proposte, through the gates of the Villa Erba Congress and Exhibition Centre, a prestigious location of Lake Como, a multi-purpose and technologically advanced structure. The decision stems from the will to expand the sphere of influence and business by involving all of the figures that rotate around the furnishing textiles and curtains industry, promoting and streamlining the dialogue between this world and designers.

The 27th edition, PROPOSTE 2019, to be held on the 15th, 16th and 17th of April, will see the participation of 85 exhibitors, of which 33 from Italy and 52 from abroad, coming from the following countries: 1 from Austria, 13 from Belgium, 4 from France, 5 from Germany, 9 from the UK, 1 from Morocco, 1 from the Netherlands, 8 from Spain, 1 from Switzerland, 6 from Turkey, 2 from the USA and, for the first time ever for this Fair, 1 from India.

The 2019 continues the tradition of working together with the world of design: this year, the Italian designers of Studiocharlie, winners of the Compasso d'Oro in 2018, have been chosen to design the image of Proposte 2019 and the settings for the pavilions of the Exhibition Center of Villa Erba. The choice is dictated by the aim to bring a new point of view to the textile product at a time when the way of considering fabrics is changing radically.

On the days of the Fair, in the exhibition area, Studiocharlie narrates the uniqueness of the history of furnishing fabrics through the voices of its players, namely the exhibitors of the Fair, with the installation Woven Stories.

On Tuesday 16th, at 6.30 p.m., the second day of the Fair will close with the gala evening. An aperitif and a dinner during which the guests will have a chance to spend some pleasant moments in each other's company while some swing music plays in the background, followed by a DJ set. Gala guests will also be invited to interact with Infinity Mirror, a spectacular installation made of mirrors, lights and textile patterns.

For the fifth year running, the International Observatory will be held at two venues close to Villa Erba: Sheraton Lake Como Hotel and Spazio Como. This parallel exhibition will showcase 23 international textile manufacturers: 19 from Turkey and 4 from India.

Please remember that admission to the Fair is reserved for visitors directly accredited with the Fair Secretariat if they belong to the following professional





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15/16/17 APRIL 2019
VILLA ERBA, CERNOBBIO,
LAKE COMO, ITALY

WORLD PREVIEW OF
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categories: Textile editors, Upholstered furniture manufacturers, Wholesalers,

Large-scale distribution chains, Converters, Contract operators, Designers and Architects.

Operators will have direct access to the International Observatory using their Proposte badge or by requesting accreditation at the front desk. Our shuttle bus service creates a direct connection to and from Proposte. For info: www.propostefair.it and www.internationalobservatory.com

The social work of Proposte continues: #ProposteFair #ProposteFair2019 and #Wovenstories are the main hashtags of this edition.

As in past years, visitors can use the Proposte Fair Official application on their smartphone, a useful way of having the Fair at one's fingertips.

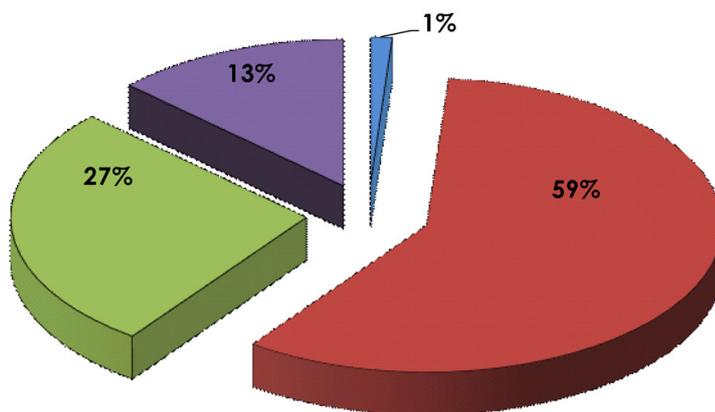


ECONOMIC IMPORTANCE OF PROPOSTE 2019

The exhibitors at Proposte 2019 are 85, divided by provenance as follows: 33 Italians and 52 from other countries, namely 13 from Belgium, 8 from Spain, 9 from the UK, 6 from Turkey, 5 from Germany, 4 from France, 2 from the USA, 1 from the Netherlands, 1 from Austria, 1 from Switzerland, 1 from Ireland, 1 Morocco and 1 from India. They are all high-end manufacturers of top-quality furnishing fabrics, curtains and trimmings.

The 85 exhibitors represent a total turnover of almost 900 million euros. The types of firms can be divided into four macro-groups: manufacturers of furnishing fabrics that also produce curtain fabrics (59%), manufacturers that produce furnishing fabrics only (27%), manufacturers that produce curtains and curtain accessories only (13%) and a very small percentage (1%) of manufacturers of trimmings.

DISTRIBUTION OF EXHIBITORS BY TYPE



■ TRIMMINGS ■ UPHOLSTERY FABRICS with small production in curtains ■ UPHOLSTERY FABRICS ■ CURTAINS

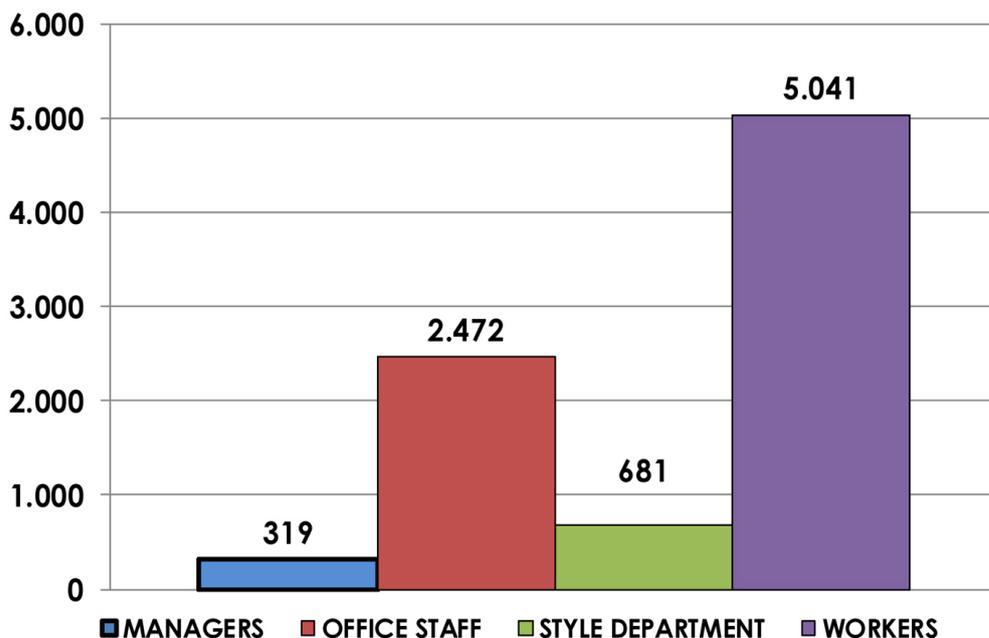
The varieties of products include the fabrics typical of the furnishing/curtain sector: jacquard and heddle-woven fabrics for upholstered furniture, jacquard and heddle-woven curtain fabrics, velvets, embroidered fabrics and trimmings, ribbons and cord trim. There has been an increase in the production of printed fabrics for upholstery as well as for curtains.

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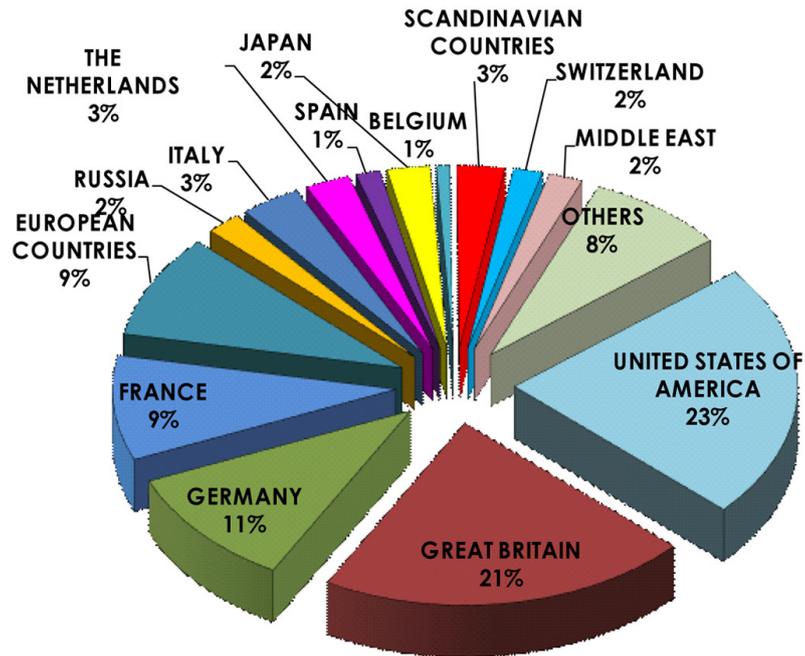
NUMBER OF EMPLOYEES



An analysis conducted to assess the quality characteristics of the fabrics shows that the weight of the higher quality producers is always considerable. In fact, 35% of the products fall in the high-end segment and 23% in the luxury segment. The average quality segment accounts for 19%, while the extra-luxury (and unique creations) segment accounts for 14%. The remaining 8% of the production refers to solid colour fabrics in infinite arrays of colours and types, intended for more widespread distribution but always on demand by a part of the interior decoration market.

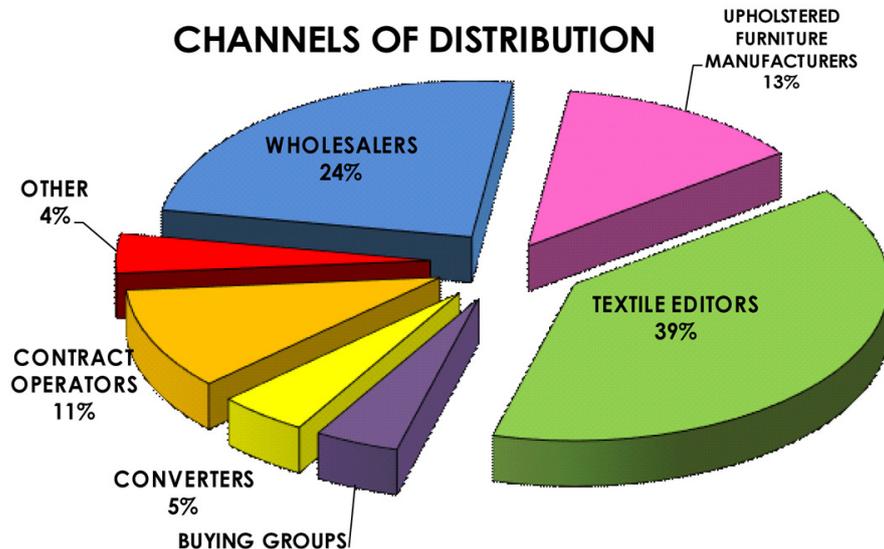
The average exportation percentage of the manufacturers at Proposte stands at around 62%. The first buyer's market for Proposte exhibitors are the United States of America, followed by the United Kingdom, Germany, France and then The Netherlands and Japan, in that order. Exports to Scandinavian countries and to 'new' countries such as Austria and Ireland are on the rise. Among the Eastern countries, certainly prevalent is Poland who is one of the major buyers of our manufacturers.

MOST IMPORTANT EXPORT MARKETS



As regards the distribution channels, an important outlet are the textile editors (39%), followed by wholesalers (24%), upholstered furniture manufacturers (13%) and the contract sector that is claiming an increasingly significant slice of the market (11%). The remaining 9% consists of large distribution chains and converters.

CHANNELS OF DISTRIBUTION





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In fact, 76% of the fabrics exhibited at Proposte each year find their final destination in the residential furnishing sector. The contract sector (27%) is very important and is continuing to grow; especially hotels and ships benefit from the technological fabrics and curtains of Proposte, as well as restaurants, offices, theatres/cinema halls, shops and means of transport. Noteworthy in this respect is the fact that, in recent years, direct business relations have increased with Design firms/Architects.

DID YOU KNOW?

- Only 8% of manufacturers produce their fabrics entirely for domestic use;
- 75% of the enterprises perform 100% of their weaving in-house;
- 92% of exhibiting enterprises have a style and design department: clearly a sign of the importance of creation;
- 82% participate in sector fairs while 32% advertise in the specialised press;
- While upstream operations (spinning and twisting) have lagged behind somewhat in the course of the decades, downstream processes (dyeing, printing and finishing) have increased. This guarantees ongoing and reproducible production and constant product control;
- Finally, on average, companies have about 100 employees and about 50 looms/machines (for printing, dyeing, sundry finishings).

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ITALIAN TRADE AGENCY

ICE - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane

Promotion Actions 2019 Project 033/18 – ENHANCEMENT OF THE TEXTILE-CLOTHING PRODUCTION CHAINS - INCOMING FOREIGN OPERATORS AND JOURNALISTS – THE TEXTILE SECTOR

PRESS RELEASE

ICE-Agency: 11 foreign journalists to visit the 27th edition of “Proposte”, Cernobbio - 15-17 April 2019

Today is the opening day of the 27th edition of Proposte, the world preview of furnishing fabrics and curtains. The Fair will be hosted in the prestigious exhibition venue of Villa Erba in Cernobbio (Como, Italy).

Once again, ICE – Agency for the promotion abroad and internationalisation of Italian enterprises - confirms its support of Proposte by organising the incoming of 11 foreign professional journalists experts in this sector from: Ukraine (1), USA (2), Spain (1), UAE (1), Hungary (1), Germany (1), Russia (1), Japan (1), Mexico (1), Turkey (1), with the aim of developing, streamlining and promoting Italian economic and business relations with the rest of the world, placing greater focus on the needs of small and medium-sized enterprises.

This edition will see the participation of 88 exhibitors, 33 of which are Italian.

The inviting of foreign delegations to visit Italian events, in fact, is an important tool in divulging Italian trade among foreign buyers via the sector-oriented media. This favours the acquisition by the foreign press of direct knowledge of the product and of the territory where Italian ‘know-how’ is born.

By means of this initiative, ICE-Agency intends to offer its concrete support in the promotion of Made in Italy abroad.

The international press, represented here by major trade magazines, is the ideal sounding board for disseminating information regarding Made in Italy excellences and has always been the attentive and exclusive promoter and mouthpiece of Italian style and, in this case, of furnishing fabrics.

With the renewal of its commitment, ICE-Agency intends to continue supporting Italian players in their dialogue with foreign markets and to confirm the important role of Italian industry in the global exportation of high-quality products.