



## FINAL CONSIDERATIONS - PROPOSTE 2023

The **30th edition of Proposte** has just dropped the curtains with a growing number of attending visitors and satisfaction from the exhibitors. Visitor attendance was very high, especially on the first day of the event, with operators who visited Villa Erba to discover the excellence of furnishing fabrics, curtains, trimmings, and wall coverings.

Special thanks to the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ICE** for their support.

This year too, the Italian Trade Agency ICE for the promotion abroad and internationalization of Italian companies confirmed its collaboration with Proposte organizing the incoming of **international operators** and **journalists** from China, India, Korea, Slovenia, Tunisia, the United States, Japan, and New Zealand, to develop, facilitate and promote trade relations between Italy and foreign countries. On Wednesday, April 19, **ICE Agency Director General Dr. Roberto Luongo** visited the event at Villa Erba together with Massimo Mosiello, Director of Proposte.

The four start-ups located in the Ala Cernobbio drew much attention: CDC\_Studio, FLOCUST<sup>TM</sup>, Fody Benefit Society, and Nazena, concentrating on the promotion and development of new solutions for New Materials and Textile Upcycling. In addition to the Start-up Area, other interesting proposals were showcased in the Ala Lario: Cometa Formazione, Alliance for European Flax-Linen & Hemp, and Fashion Room.

At the end of the second day of the trade show, Proposte celebrated its 30th edition with exhibitors, visitors, and journalists with a light dinner and swing music in the background in the wonderful setting of Villa Antica. In his speech addressed to the attendees, **President Alessandro Tessuto** repeated the concept that the success of the event, which, in thirty years, has become the point of reference in the world of furnishing textiles, is mainly attributable to the participation of those who have continued to support and believe in Proposte over time. The President also warned about the situation outside Villa Erba with companies presenting their collections in some cases just a few days before the opening of Proposte and taking advantage of Proposte's organization.

The final balance of this 30th edition is positive: "**23% more foreign visitors compared to the 2022 edition**. More visitors came from the United States (+26%), United Kingdom (+33%), France (+12%), and Germany (+13%); the performance of China was also positive," commented the **Director Massimo Mosiello**



## WORLD PREVIEW OF FURNISHING FABRICS AND CURTAINS

APRIL 18<sup>TH</sup>, 19<sup>TH</sup>, 20<sup>TH</sup> 2023

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ComoCrea recorded a positive performance overall. The 18 designers expressed satisfaction with the number of visitors they met and the new contacts established.

After dropping the curtains at Villa Erba, Proposte goes online: the trade show remains accessible online on the marketplace [fierasmart365.propostefair.it](https://fierasmart365.propostefair.it), giving exhibitors a virtual showcase.

We invite you to follow Proposte on institutional social channels to find out what's new and the trends presented in this edition.



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