



ITALIAN TRADE AGENCY

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

PRESS RELEASE

The 31st edition of **Proposte**, the international trade show for **upholstery fabrics, curtains, trimmings and wall coverings**, opens today, May 2, until May 4 at the prestigious **Villa Erba**, Cernobbio (Como).

Proposte is reserved for operators in the following business sectors: textile publishers, upholstered furniture manufacturers, wholesalers, converters, large distribution chains, contract operators, interior designers and design firms.

This edition sees the participation of **79** exhibitors, including 31 Italian and 48 international, among the leading manufacturers in the industry.

In view of the growing international relevance acquired by the trade show, the Italian Trade Agency ICE has organized a global incoming activity reserved for specialized operators and international journalists from the following 15 countries: **Australia, China, Croatia, the United Arab Emirates, France, Japan, Jordan, India, Slovenia, Spain, the United States, Sweden, Tunisia, and Turkey**.

The Italian Trade Agency ICE identified the **51 delegation members** with the aim of developing, facilitating and promoting economic and trade relations while confirming the ability of Italian manufacturers to meet the demand of foreign markets with their quality products.

The invited delegates also include 9 international journalists (Croatia, Japan, Spain, the United States, Turkey and Hungary) to advertise the event through the publication of dedicated articles.

Proposte's slogan for the 2024 edition - "Textiles to ideas" - highlights how creativity and technology represent the core of the collections presented by the exhibitors of the trade show.

Hinged on the values of tradition, upholstery textiles are increasingly making use of modern technologies to offer products that meet the highest standards. A unique know-how that is difficult to imitate, featuring a wealth of options to meet the most demanding buyers.

The exhibition includes "Comocrea Interni" a section dedicated to the best textile designers for home furnishing, many of whom are located in the Como textile district.