

The 88th edition of the International Home Show closes in Milan

Macef: the recovery lives here!

12% increase in distribution industry operators

A tangible recovery in business and a good rate of attendance by operators (the number of Italians on the increase, those from abroad, stable). These are the key aspects of the 88th Macef which will be closing its doors this evening with a final forecast of over 90 thousand visitors and an increase of 12%. "Following the positive signs of a recovery in consumer spending evidenced by Christmas purchases – comments Fiera Milano M.D., Enrico Pazzali– the distribution industry seems to have gained confidence and now feels the need to begin investing again. So a significant recovery is looking possible for the homeware industry, which finds Macef to be the ideal occasion to offer new ideas."

It should be underlined that a conspicuous part of the increase in the number of visitors to Macef comes from the Italian distribution industry. "Confirming – says Pazzali – the not insignificant signals that Italy is producing economic results above the European average in this business climate." Equally significant is the fact that a good number of the Italian visitors came not only from the richer, neighbouring northern regions, but also from the central and southern regions.

The International Home Show featured numerous side events: from La Casa in Fiore, by Gruppo Classico Italiano to Creazioni and Creazioni Designer, devoted to artistic crafts, the Flexible Store (devoted to the opportunities provided by Visual Shopping and the Shopping Experience) and the "Una tavola lunga un secolo", exhibition with stories, products and ideas from leading operators in the sector.

From an operational point of view, mention must be made of the great organizational and economic efforts made by Fiera Milano, which allowed over 2000 top foreign buyers to be invited to Milan, 30% of whom were first-time visitors to Macef. Also significant in this context were some welcome "returns" of representatives of big international chains such as Harrod's and Lafayette.

Macef January 2010 (Table and Kitchen, Home Decoration, Gifts, Gold and Silver, Fashion Jewellery), was also the turning-point edition. From next September, the show will be open to the new sectors Outdoors, Gardening and Pets.

Made in Italy, Italian style and the "intelligent hand", in other words, that universe that in a globalized world bases its production on the mastery of ancient skills and expertise without renouncing modernity, will be the elements of Macef's international relaunch.

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