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Press Release

The International home show launches the claim "*Made in Italian*"

Macef: a famous show renewing with the changes of the market

Macef, International home show, is one of the historical excellences of Milanese fair system, the biggest one in Europe (the property of Macef brand is of Fondazione Fiera Milano; the agency that organizes the show is Fiera Milano International).

It takes place twice a year in January and in September and is - on annual base – the greater Milanese expositive exhibition, considering the number of exhibitors and occupied surface. The main visitors of Macef are the operators of the distribution sector (wholesalers, buyers, great distributors and retails) together with architects, interior designers, interior decorators and journalists.

Macef is a particular important occasion to have a look to the innovations of the market in the fields of table and kitchen design, decoration, textile, accessories, costume jewellery, gifts and complements of furnishing and to understand in advance the evolution of the demand.

Since January 2006, the show has been moved to the new Milanese fair-ground in Rho-Pero. The movement was also the occasion for a conceptual revolution.

The aim has been to let visitors understand that Macef is not a traditional business show and a promotional display window. In fact at Macef there is not only the opportunity to buy during the exhibition, but also to dialogue with visitors, to give them services of added value – original and of great quality - , to let them improve their own professional performances.

A series of programmed events has been organized in this direction: **Details** event (pavilions dedicated to the specialized detail), **Macef Stores**, the **Planning International Competition** for young people, the possibility to highlight the production capability of each **Hosted Country**.

In this international show, that collects and emphasizes the best practice of the industrial system, one central excellence is "italianity", both from the productive and creative points of view. Next Macef edition of September 2006 (from the 8th to the 11th) will promote the claim *Made in Italian*.

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