

## PROMOTIONAL ACTIVITIES 2026 ICE KUALA LUMPUR

(Updated on 12.02.2026 – W.I.P.)

No.	2025	Venue	Promotional Activities	Remarks
1	16 - 20 January	Vicenza Italy	<u>VicenzaOro January 2026</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	
2	22 -25 January	Milan Italy	<u>Milano Home 2026</u> Incoming buyers from the sector of Interior Design, objects and furnishings DESIGN	
3	23 - 25 January	Verona Italy	<u>Motor Bike Expo 2026</u> Incoming buyers from the motorcycle sector MOTORCYCLING	
4	6 - 7 February	Kuala Lumpur Malaysia	<u>MotoGP 2026 Launch Event</u> Presentation of the 2026 MotoGP Calendar (DORNA) MOTORCYCLING	05/02 Embassy - Italian Sports Day
5	22 - 24 February	Milan Italy	<u>MICAM February 2026</u> Incoming buyers from the shoes sector CONSUMER GOODS	
6	26 - 29 March	Bologna Italy	<u>Cosmoprof Worldwide 2026</u> Incoming buyers from the cosmetic sector CONSUMER GOODS	W.I.P.
7	24 - 27 March	Milan Italy	<u>MCE - Mostra Convegno Expocomfort 2026</u> Incoming buyer from the HVAC+R, renewable energy and energy efficiency sectors CONSUMER GOODS	W.I.P.
8	31 March	Kuala Lumpur Malaysia	<u>Italian Design Day (IDD) 2026</u> Initiative in support of Design Day 2026 DESIGN	Italian Design Day
9	12 - 15 April	Verona Italy	<u>Vinitaly 2026</u> Incoming buyers from the wine sector FOOD AND WINE	
10	13 - 16 April	Bologna Italy	<u>Bologna's Children Book Fair (BCBF) 2026</u> Incoming buyers from the editorial sector CONSUMER GOODS	W.I.P.

11	19 April (TBC)	Kuala Lumpur Malaysia	<b><u>EToMaato Project 2026</u></b> (FHA 2026 - Food & Hospitality Asia, Singapore – 21-24, April 2026) FOOD	
12	20 – 23 April	Kuala Lumpur Malaysia	<b><u>Defence Services Asia (DSA) 2026</u></b> Collective participation of Italian Companies through an ICE pavilion in the sector of Defence, in collaboration with AIAD DEFENCE	Italian Pavilion
13	21 – 23 April	Rimini Italy	<b><u>MACFRUT 2026</u></b> Incoming buyers from the food sector FOOD	
14	21 - 23 April	Hong Kong China	<b><u>Mostra Autonoma Moda, Accessori e Gioielleria HK 2026</u></b> Incoming buyer from the fashion and jewellery sectors FASHION & JEWELLERY	W.I.P.
15	21 - 26 April	Milan Italy	<b><u>Salone del Mobile 2026</u></b> Incoming buyers from the furniture sector CONSUMER GOODS	W.I.P.
16	11 – 13 May	Venice Italy	<b><u>Space Meeting Veneto 2026</u></b> Incoming buyers from the aerospace sector AEROSPACE	
17	11 – 14 May	Milan Italy	<b><u>TUTTOFOOD 2026</u></b> Incoming buyers from the food sector FOOD	W.I.P.
18	14 – 16 May	Rimini Italy	<b><u>Expodental Meeting 2026</u></b> Incoming buyers from the dental sector CAPITAL GOODS	W.I.P.
19	21 - 22 May	Bologna Italy	<b><u>FUTURMOTIVE TALKS 2026</u></b> Incoming buyer from the automotive equipment sector CAPITAL GOODS	
20	28 May	Kuala Lumpur Malaysia	<b><u>GDO Malaysia 2026 - TFP</u></b> Promotional Launch Event of GDO in Malaysia 2026 with The Food Purveyor (TFP) FOOD	Promotional Launch
21	June	Kuala Lumpur Malaysia	<b><u>Italian Republic Day 2026</u></b>	
22	June	Novara, Bergamo & Treviso Italy	<b><u>Export Days ANIMA 2026</u></b> Incoming buyers from the mechanical engineering sector CAPITAL GOODS	
23	24 – 25 June	Milan Italy	<b><u>Pitti Bimbo 2026</u></b> Incoming buyers from the clothing sector CONSUMER GOODS	
24	29 – 30 June	Kuala Lumpur Malaysia	<b><u>Italian Business Mission to Malaysia 2026</u></b> ICE – Confindustria – Embassy MULTI-SECTOR	

25	July	Singapore	<u>SIGEP Asia 2026</u> Incoming buyers from the food sector FOOD	
26	September	Singapore	<u>FIND - Design Fair Asia 2026</u> Incoming buyers from the design sector DESIGN	
27	2 - 4 September	Kuala Lumpur Malaysia	<u>Oil &amp; Gas Asia (OGA) 2026</u> <b>Collective participation of Italian Companies through an ICE pavilion in the sector of Oil &amp; Gas, in collaboration with ANIMA, ANIE and FEDERTEC</b> OIL & GAS	Italian Pavilion
28	September	Vicenza Italy	<u>VicenzaOro September 2026</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	
29	September	Milan Italy	<u>Milano Fashion&amp;Jewels September 2026</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	
30	September	Milan Italy	<u>MICAM September 2026</u> Incoming buyers from the shoes sector CONSUMER GOODS	
31	September or October	Kuala Lumpur Malaysia	<u>GDO Malaysia 2026 - TFP</u> <b>Second Promotional Event of GDO in Malaysia 2026 with The Food Purveyor (TFP)</b> FOOD	
32	31 October - 1 November	Selangor Malaysia	<u>Malaysian Motorcycle Grand Prix (MotoGP) 2026</u> <b>Event to promote the Italian motorcycle industry</b> MOTORCYCLING	
33	Novembre	Kuala Lumpur Malaysia	<u>The Week of Italian Cuisine in the World 2026 / GDO Malesia 2026</u> Support activities for Italian Cuisine Week in the World 2026 and food promotion with The Food Purveyor FOOD	SCIM + GDO