

PROMOTIONAL ACTIVITIES 2026 ICE KUALA LUMPUR

(Updated on 30.07.2026)

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	
5	22 - 24 February	Milan Italy	<u>MICAM February 2026</u> Incoming buyers from the shoes sector CONSUMER GOODS	
6	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	
7	26 - 29 March	Bologna Italy	<u>Cosmoprof Worldwide 2026</u> Incoming buyers from the cosmetic sector CONSUMER GOODS	
8	31 March	Kuala Lumpur Malaysia	<u>Italian Design Day (IDD) 2026</u> Initiative in support of Design Day 2026 DESIGN	
9	13 - 16 April	Bologna Italy	<u>Bologna's Children Book Fair (BCBF) 2026</u> Incoming buyers from the editorial sector CONSUMER GOODS	
10	20 – 23 April	Kuala Lumpur Malaysia	<u>Defence Services Asia (DSA) 2026</u> Collective participation of Italian Companies through an ICE pavilion in the sector of Defence, in collaboration with AIAD DEFENCE	

11	21-23 April	Hong Kong China	<u>Mostra Autonoma Moda, Accessori e Gioielleria HK 2026</u> Incoming buyer del settore moda e gioielli MODA E GIOIELLERIA	-
12	21 - 26 April	Milan Italy	<u>Salone del Mobile 2026</u> Incoming buyers from the furniture sector CONSUMER GOODS	
13	28 April	Kuala Lumpur Malaysia	<u>ETomAato Project 2026</u> a) Cooking Show (1 day) FOOD	
14	9-12 May	Arezzo Italy	<u>OroOrezzo 2026</u> Incoming buyer from the gold, silver and jewellery sector JEWELLERY	
15	11 - 14 May	Milan Italy	<u>TUTTOFOOD 2026</u> Incoming buyers from the food sector FOOD	
16	13 May	Kuala Lumpur Malaysia	<u>ETomAato Project 2026</u> b) Cooking Show (1 day) FOOD	
17	14 - 16 May	Rimini Italy	<u>Expodental Meeting 2026</u> Incoming buyers from the dental sector CAPITAL GOODS	
18	26-29 May	Bangkok Thailand	<u>Thaifex Anuga 2026</u> Incoming buyer of the agrifood sector AGRIFOOD	
19	4 June	Kuala Lumpur Malaysia	<u>Italian Republic Day 2026</u>	
20	10-13 June	Bangkok Thailand	<u>Propak Asia 2026</u> Incoming buyer form the packaging, converting & graphics sector CAPITAL GOODS	
21	13-16 June	Riva del Garda Italy	<u>Expo Riva Schuh and Gardabags 2026</u> Incoming buyer from the fashion sector FASHION	
22	24-26 June	Bangkok Thailand	<u>Cosmoprof CBE Asean Bangkok 2026</u> Incoming buyer from the cosmetics sector COSMETICS	
23	25-26 June	Ho Chi Minh City Vietnam	<u>Wines Experience Vietnam 2026</u> Incoming buyer from the wines sector FOOD AND WINES	
24	29 - 30 June	Kuala Lumpur Malaysia	<u>Italian Business Mission to Malaysia 2026</u> ICE - Confindustria - Embassy MULTI-SECTOR	
25	1-2 July	Taipei Taiwan	<u>Italian Dental Show 2026</u> Incoming buyer from the dental sector CAPITAL GOODS	

26	17 July	Kuala Lumpur Malaysia	<u>ETomAato Project 2026</u> c) Seminar (1 day) FOOD	
27	2 - 4 September	Kuala Lumpur Malaysia	<u>Oil & Gas Asia (OGA) 2026</u> Collective participation of Italian Companies through an ICE pavilion in the sector of Oil & Gas, in collaboration with ANIMA, ANIE and FEDERTEC OIL & GAS	
28	4-8 September	Vicenza Italy	<u>VicenzaOro September 2026</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	
29	12-14 September	Milan Italy	<u>Milano Fashion&Jewels September 2026</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	
30	13-15 September	Milan Italy	<u>MICAM September 2026</u> Incoming buyers from the shoes sector CONSUMER GOODS	
31	27 September - 2 October	Piemonte / Lombardia / Veneto Italy	<u>Export Days ANIMA 2026</u> Incoming buyers from the mechanical engineering sector CAPITAL GOODS	
32	6 October	Kuala Lumpur Malaysia	<u>UNIT WINE TOUR 2026</u> Promotional event FOOD AND WINES	
33	27-30 October	Parma Italy	<u>CIBUS TEC 2026</u> Incoming buyer in the food technology sector INDUSTRIAL TECHNOLOGY	
34	31 October - 1 November	Selangor Malaysia	<u>Malaysian Motorcycle Grand Prix (MotoGP) 2026</u> Event to promote the Italian motorcycle industry MOTORCYCLING	
35	3-8 November	Selangor Malaysia	<u>EICMA 2026</u> Evento di promozione della filiera motociclistica italiana MOTOCICLISMO	
36	23-25 November	Turin Italy	<u>VTM Meetings 2026 (Vehicle and Transportation Technology Innovation)</u> Incoming buyers from the innovation in the vehicle, transport and mobility sectors AUTOMOTIVE	
37	25-27 November	Seoul South Korea	<u>Workshop B2B Jewellery Made in Italy, South Korea 2026</u> Incoming buyer del settore gioielleria JEWELLERY	
38	26-28 November	Singapore	<u>FIND - Design Fair Asia 2026</u> Incoming buyers from the design sector DESIGN	

39	November	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	
40	November	Kuala Lumpur Malaysia	<u>ETomAato Project 2026</u> d) Promotion with GDO /November 2026 e) Press Conference 19/20 November 2026 (approximately 17/18 November 2026 at Singapore) FOOD	
41	November/ December	Kuala Lumpur Malaysia	<u>GDO Malaysia 2026 - TFP</u> Promotional Launch Event of GDO in Malaysia 2026 with The Food Purveyor (TFP) FOOD	