

PROMOTIONAL ACTIVITIES 2024 ICE KUALA LUMPUR

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N.	DATE	VENUE	PROMOTIONAL ACTIVITIES
1	11 – 14 January	Milan Italy	<u>Milano Home 2024</u> Incoming buyers from the sector of Interior Design, objects and furnishings DESIGN
2	17 – 19 January	Milan Italy	<u>Pitti Bimbo 2024</u> Incoming buyers from the sector of children, maternity, early childhood and home accessories FASHION
3	19 – 23 January	Vicenza Italy	<u>T-GOLD 2024</u> Incoming buyers from the gold and jewellery sector INDUSTRIAL TECHNOLOGY
4	19 – 23 January	Vicenza Italy	<u>VicenzaOro January 2024</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY
5	22 – 24 January	Naples Italy	<u>MIT Brands 2024</u> Incoming buyers from the fashion sector FASHION
6	18 – 21 February	Milan Italy	<u>MICAM 97 2024</u> Incoming buyer from the shoes sector FASHION
7	28 February - 3 March	Bangalore India	<u>EIMA AGRIMACH INDIA 2024</u> Incoming buyers from the agriculture sector INDUSTRIAL TECHNOLOGY
8	7 March	Kuala Lumpur Malaysia	<u>Italian Design Day (IDD) 2024</u> Initiative in support of Design Day DESIGN
9	12 – 15 March	Milan Italy	<u>MCE-Expocomfort 2024</u> Incoming buyers from the HVAC+R, renewable energy and energy efficiency sector TECHNOLOGY
10	21 – 24 March	Bologna Italy	<u>Cosmoprof Worldwide Bologna 2024</u> Incoming buyers from the beauty sector COSMETICS
11	4 – 8 Aprile	Verona Italy	<u>Vinitaly International Academy (VIA) 2024</u> Incoming buyers from the wines sector FOOD & WINE
12	16 – 21 Aprile	Milan Italy	<u>Salone del Mobile 2024</u> Incoming buyers from the furniture sector BENI STRUMENTALI

13	6 – 9 May	Kuala Lumpur Malaysia	<u>Defence Services Asia (DSA) 2024</u> Collective participation of Italian companies through an ICE pavilion in the defence sector, organized in collaboration with AIAD DEFENCE
14	7 – 10 May	Parma Italy	<u>CIBUS 2024</u> Incoming buyers from the sector of fruit & vegetables, gelato & pastry, plant-based ingredients and protein-rich products FOOD
15	30 May	Kuala Lumpur Malaysia	<u>Italian Republic Day / MADE IN ITALY 2024</u> Event to promote Italian fashion in Malaysia FASHION
16	6 - 10 September	Vicenza Italy	<u>VicenzaOro September 2024</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY
17	11 – 14 September	Milan Italy	<u>Milano Fashion&Jewels 2024</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY
18	15 - 17 September	Milan Italy	<u>MICAM 98 2024</u> Incoming buyers from the shoes sector FASHION
19	24 – 27 September	Rimini Italy	<u>TECNA 2024</u> Incoming buyers from the ceramics sector INDUSTRIAL TECHNOLOGY
20	25 - 27 September	Kuala Lumpur Malaysia	<u>Oil & Gas Asia (OGA) 2024</u> Collective participation of Italian companies through an ICE pavilion in the Oil & Gas sector, organized in collaboration with ANIMA, ANIE and FEDERTEC OIL & GAS
21	6 - 10 Novembre	Bologna Italy	<u>EIMA INTERNATIONAL 2024</u> Incoming buyers from the agricultural sectors INDUSTRIAL TECHNOLOGY
22	11 – 17 Novembre	Kuala Lumpur Malaysia	<u>Week of the Italian Cuisine in the World 2024</u> Initiative in support of the Week of the Italian Cuisine in the World FOOD & WINE
23	26 Novembre	Singapore	<u>BORSA VINI 2024</u> Incoming buyers from the wine sector FOOD & WINE