

PROMOTIONAL ACTIVITIES 2025 ICE KUALA LUMPUR

(Updated on 21.01.2025)

No.	2025	Venue	Promotional Activities	Trade Analyst
1	17- 21 January	Vicenza Italy	<u>VicenzaOro January 2025</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	Shakira Matridi
2	23 -26 January	Milan Italy	<u>Milano Home 2025</u> Incoming buyers from the sector of Interior Design, objects and furnishings DESIGN	Shakira Matridi
3	22 – 25 February	Milan Italy	<u>Milano Fashion&Jewels 2025</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	Shakira Matridi
4	23 - 25 February	Milan Italy	<u>MICAM Milano 2025</u> Incoming buyers from the shoes sector CONSUMER GOODS	Shakira Matridi
5	12 February (TBC)	Kuala Lumpur Malaysia	<u>Italian Design Day (IDD) 2025</u> Initiative in support of Design Day 2025 DESIGN	Shakira Matridi
6	31 March – 3 April	Bologna Italy	<u>Bologna's Children Book Fair (BCBF) 2025</u> Incoming buyers from the editorial sector CONSUMER GOODS	Shakira Matridi
7	8- 13 April	Milan Italy	<u>Salone del Mobile 2025</u> Incoming buyers from the furniture sector CONSUMER GOODS	Shakira Matridi
8	5 – 7 May	Bologna Italy	<u>ZOOMARK 2025</u> Incoming buyers from the sector of food for domestic animals	Shakira Matridi

9	5 – 8 May	Milan Italy	<u>TUTTOFOOD 2025</u> Incoming buyers from the food sector FOOD	Shakira Matridi
10	15 May	Kuala Lumpur Malaysia	<u>Italian Republic Day / Made in Italy 2025</u> Event to promote Italian fashion in Malaysia CONSUMER GOODS	Shakira Matridi
11	15 – 17 May	Rimini Italy	<u>Expodental Meeting 2025</u> Incoming buyers from the dental sector CAPITAL GOODS	Shakira Matridi
12	20 – 24 May	Langkawi Malaysia	<u>LIMA 2025</u> Collective participation of Italian companies through an ICE pavilion in the defence sector, organized in cooperation with AIAD DEFENCE	Yogeswary A Athimulam
13	27 – 31 May	Milan Italy	<u>PHARMINTECH 2025</u> Incoming buyers of hi-tech supplies from the industry of Life Science CAPITAL GOODS	Yogeswary A Athimulam
14	27 – 31 May	Milan Italy	<u>IPACK-IMA 2025</u> Incoming buyers of technologies and materials for the packaging, processing and end-of-line in the food and non-food sector TECHNOLOGY	Yogeswary A Athimulam
15	June – December	Kuala Lumpur Malaysia	<u>GDO Malaysia 2025</u> GDO in Malaysia – The Food Purveyor FOOD	Shakira Matridi
16	2 – 4 September	Kuala Lumpur Malaysia	<u>Oil & Gas Asia (OGA) 2025</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	Yogeswary A Athimulam
17	5 – 9 September	Vicenza Italy	<u>VicenzaOro September 2025</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	Shakira Matridi
18	7 - 9 September	Milan Italy	<u>MICAM Milano 2025</u> Incoming buyers from the shoes sector CONSUMER GOODS	Shakira Matridi

19	11 – 13 September	Singapore	<u>Design Fair Asia 2025</u> Incoming buyers from the design sector DESIGN	Shakira Matridi
20	20 – 23 September	Milan Italy	<u>Milano Fashion&Jewels 2025</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	Shakira Matridi
21	23 – 24 September	Kuala Lumpur Malaysia	<u>Italian Dental Exhibition in Kuala Lumpur 2025</u> B2B UNIDI CONSUMER GOODS	Shakira Matridi
22	November	Kuala Lumpur Malaysia	<u>Settimana della Cucina Italiana nel Mondo 2025</u> Initiative in support of the Week of the Italian Cuisine in the World FOOD	Shakira Matridi
23	November	Singapore	<u>Borsa Vini 2024</u> Incoming buyers from the sector of wines FOOD & WINES	Shakira Matridi