

PROMOTIONAL ACTIVITIES 2025 ICE KUALA LUMPUR

(Updated July 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 February 2025</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	Shakira Matridi
4	23 - 25 February	Milan Italy	<u>MICAM99</u> Incoming buyers from the shoes sector CONSUMER GOODS	Shakira Matridi
5	20 - 23 March	Bologna Italy	<u>Cosmoprof Worldwide 2025</u> Incoming buyers from the cosmetic sector CONSUMER GOODS	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	6- 9 April	Verona Italy	<u>Pre-Vinitaly Tours & Vinitaly 2025</u> Incoming buyers from the wine sector FOOD AND WINE	Shakira Matridi
8	8- 13 April	Milan Italy	<u>Salone del Mobile 2025</u> Incoming buyers from the furniture sector CONSUMER GOODS	Shakira Matridi

9	5 - 7 May	Bologna Italy	<u>ZOOMARK 2025</u> Incoming buyers from the sector of food for domestic animals	Shakira Matridi
10	5 - 8 May	Milan Italy	<u>TUTTOFOOD 2025</u> Incoming buyers from the food sector FOOD	Shakira Matridi
11	6 - 8 May	Rimini Italy	<u>MACFRUT 2025</u> Incoming buyers from the food sector FOOD	Shakira Matridi
12	8 May	Ho Chi Minh City Vietnam	<u>Borsa Vini Vietnam 2025</u> Incoming buyers from the wine sector FOOD AND WINE	Shakira Matridi
13	15 - 17 May	Rimini Italy	<u>Expodental Meeting 2025</u> Incoming buyers from the dental sector CAPITAL GOODS	Shakira Matridi
14	20 - 22 May	Venice Italy	<u>Space Meeting Veneto 2025</u> Incoming buyers from the aerospace sector AEROSPACE	Yogeswary A Athimulam
15	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
16	21 - 24 May	Bologna Italy	<u>AUTOPROMOTEC 2025</u> Incoming buyers from the automotive equipment sector CAPITAL GOODS	Shakira Matridi
17	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
18	4 June	Kuala Lumpur Malaysia	<u>Italian Fashion, Jewelry, and Textile Promotion Event in collaboration with the Italian Republic Day</u> Event to promote Italian fashion in Malaysia CONSUMER GOODS	Shakira Matridi
19	4 June	Kuala Lumpur Malaysia	<u>Italian Design Day (IDD) 2025 in collaboration with the Italian Republic Day</u> Initiative in support of Design Day 2025 DESIGN	Shakira Matridi

20	4- 6 June	Osaka Japan	<u>Expo Osaka 2025 – Asian Wine Business Forum</u> Incoming buyers from the food and wine sector FOOD AND WINE	Shakira Matridi
21	10 June	Kuala Lumpur Malaysia	<u>GDO Malaysia 2025 - TFP</u> The Launch Event of GDO in Malaysia with The Food Purveyor (TFP) FOOD	Shakira Matridi
22	24 – 26 June	Novara, Bergamo & Treviso Italy	<u>Export Days ANIMA 2025</u> Incoming buyers from the mechanical engineering sector CAPITAL GOODS	Shakira Matridi
23	25 – 26 June	Milan Italy	<u>Pitti Bimbo 2025</u> Incoming buyers from the clothing sector CONSUMER GOODS	Shakira Matridi
24	16-18 July	Singapore	<u>SIGEP Asia 2025</u> Incoming buyers from the food sector FOOD	Shakira Matridi
25	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
26	5 – 9 September	Vicenza Italy	<u>VicenzaOro September 2025</u> Incoming buyers from the jewellery and luxury jewellery sector JEWELLERY	Shakira Matridi
27	7 - 9 September	Milan Italy	<u>MICAM100</u> Incoming buyers from the shoes sector CONSUMER GOODS	Shakira Matridi
28	11 – 13 September	Singapore	<u>Design Fair Asia 2025</u> Incoming buyers from the design sector DESIGN	Shakira Matridi
29	20 – 23 September	Milan Italy	<u>Milano Fashion&Jewels September 2025</u> Incoming buyers from the fashion and jewellery sector FASHION & JEWELLERY	Shakira Matridi
30	24 September	Kuala Lumpur Malaysia	<u>ETOMATO Project 2025</u> Press Conference, Seminar and Cooking Show - Euroconsult Soc. Coop. FOOD	Shakira Matridi

31	17-21 October	Milan Italy	<u>HOSTMILANO 2025</u> Incoming buyers from the HORECA sector HORECA	Shakira Matridi
32	24-26 October	Sepang Malaysia	<u>Malaysian Motorcycle Grand Pix (MotoGP) 2025 (*TBC)</u> Event to promote the Italian motorcycle industry MOTORCYCLING	Shakira Matridi
33	October/ Novembre	Kuala Lumpur Malaysia	<u>Organization of B2B Meetings (*TBC)</u> B2B The Wine Company Srl FOOD AND WINE	Shakira Matridi
34	November	Kuala Lumpur Malaysia	<u>Settimana della Cucina Italiana nel Mondo 2025 / GDO Malesia 2025 (*TBC)</u> Initiative in support of the Week of the Italian Cuisine in the World in collaboration with The Food Purveyor for the roadshow FOOD	Shakira Matridi