

Kuala Lumpur Office

THE ITALIAN TRADE COMMISSION  
LIST OF EVENTS AND USEFUL INFORMATION  
NEWSLETTER JANUARY 2023

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**HOMI**  
THE LIFESTYLE  
TRADE FAIR

**HOMI Milano 2023**  
Milan, Italy  
26 – 29 January 2023

[The Italian Trade Agency](#) is organizing a mission to **HOMI Milano 2023** at [Fiera Milano](#). From **26 to 27 January**, trends and innovation converge in Italy's design capital. HOMI Milano is contamination and experimentation, a place where creativity takes shape, in the form of furniture and decoration for the home. Not just a trade fair, a showcase of modernity and concepts: a space filled with current, sophisticated environments, designed for the comfort and convenience of the future.

The profile sought is company personnel with decision-making power over purchases, as Purchasing Director, CEO, General Manager etc. from below sectors:

- Department stores / Concept stores
- Home Boutique: research and design shops in the center of major cities
- Architects
- Interior Designers
- Chain stores (at least 3-4 stores)
- Internet stores, e-commerce
- Import / Export
- Wholesalers

ITA Kuala Lumpur sent one delegation to attend the fair as follows;

1. IN PUBLISHERS SDN BHD

Website: <https://creativehomex.com/>

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# HOMI Fashion & Jewels

**HOMI FASHION AND JEWELS 2023**  
**Milan, Italy**  
**17 – 20 February 2023**

[The Italian Trade Agency](#) is planning to organize a mission to **HOMI Fashion & Jewels Milano** from **17 to 20 February 2023 at Fiera Milano**. Fashion accessories are fashion themselves and HOMI Fashion & Jewels is their show: bijoux, and more, find their stage and their link with fashion, thanks to a new format, designed to talk about trends', give value to the research and amaze those looking for news and trends.

A unique meeting opportunity for designers, distributors and retailers from the below sectors:

- Department stores
- Boutique
- Chain stores (at least 3-4 stores)
- Import / Export
- Wholesalers for perfumeries / bijoux shops

Buyers benefit from a dedicated Hospitality programme that makes the days spent at the event a perfectly organised experience. In support of the interaction between exhibitors and buyers, MYMATCHING: a schedule of meetings targeted and planned before the event to create business opportunities during the exhibition.

For any enquiries and clarification, please contact our Trade Analyst Ms. Shakira Matrudi at (03) 2164 9931 or email at [kualalumpur@ice.it](mailto:kualalumpur@ice.it).

More information on the fair can be found on the website: <http://www.homifashionjewels.com/en/>

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**ITALIAN DESIGN DAY (IDD) 2023**  
**Kuala Lumpur, Malaysia**  
**16 March 2023**

On the occasion of the 2023 edition of Italian Design Day, the Embassy of Italy and the ICE Office in Kuala Lumpur will organize an in-person event on March 16 at a prestigious and renowned venue in the centre of the city, where the excellence of Italian design in the fashion, automotive, furniture/design, nautical, construction, and jewellery sectors will be presented, using products and companies already on the market and following a multimedia format that was implemented last year with considerable success.

Extensive publicity will be given to the event on social channels as well as in the media, and a selected audience will be invited from operators in the business sectors of the participating companies, high-ranking personalities from the Malaysian business and entrepreneurial world, journalists and influencers as well as wealthy representatives of the growing discerning and affluent clientele in the country. The Italian Ambassador of Design has been designated by MAECI.

During the event, among other things, videos of the upcoming Milan Furniture Fair, upcoming fashion weeks, VicenzaOro and other jewellery-related events will be presented, as well as institutional videos of the Embassy, ICE Agency, ENIT and BeIT to highlight Made in Italy, and promotional videos on the candidacy of ROME to [Expo 2030](#).

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**COSMOPROF WORLDWIDE BOLOGNA 2023**  
**Bologna, Italy**  
**16 – 20 March 2023**

[BolognaFiere Cosmoprof SpA](#), in collaboration with [Cosmetica Italia](#), will organize the **Cosmoprof Worldwide Bologna** event in **Bologna from 16 to 20 March 2023**, a reference event for over 50 years for all professionals in the cosmetics industry, a platform for the enhancement of trade exchanges, a driving force of internationalization and container of new trends in the sector.

The presence of three salons dedicated to specific sectors and distribution channels, with differentiated opening dates, facilitates visitor flows based on the type of public and optimizes business opportunities. The exhibition space covers the entire BolognaFiere exhibition centre, covering an exhibition area of approximately 200,000 m<sup>2</sup> and hosts all sectors of the cosmetic supply chain.

Cosmoprof Worldwide Bologna represents a hub for expanding one's network of contacts and for helping the activity of exhibiting companies to expand into new markets. The exhibition offer of Cosmoprof Worldwide Bologna is enriched thanks to a rich calendar of events. Every year industry players, beauty experts and speakers from all over the world explore the most current topics in the cosmetics industry to anticipate future trends. Cosmoprof Worldwide Bologna is also a container of special projects organized in partnership with exhibiting companies and the most important international trend agencies.

[The ICE-Agency](#) will support the event by organizing a mission of foreign operators directly managed by the headquarters and offices of the foreign network.

For any enquiries and clarification, please contact our Trade Analyst Ms. Shakira Matridi at (03) 2164 9931 or email at [kualalumpur@ice.it](mailto:kualalumpur@ice.it). Learn more on this exhibition: <https://www.cosmoprof.com/en/>



**CIBUS**  
**CONNECTING ITALY**

**PARMA.29 | 30 MARCH.2023**

**CIBUS CONNECTING ITALY 2023**  
Parma, Italy  
29 – 30 March 2023

As part of the "Enhancement of major national trade fair events" activities, the [ICE-Agency](#) has decided to re-propose the incoming of foreign operators (buyers and journalists) on the occasion of the next edition of **CIBUS CONNECTING ITALY 2023** which will be held in Parma from 29 to 30 March 2023 (<https://www.cibus.it/en/>). Cibus is the main trade fair event for the sector by number of exhibitors and visitors in Italy.

The program is dedicated to buyers (or other operators with decision-making power or influence in the purchasing field, e.g., Purchasing Managers, Category Managers, Import Managers, Top Managers, Private label Managers) of Italian food products relating to the food retail and ho.re.ca sectors or to the most important importers/distributors/food retailers/wholesalers/department stores/Specialty Stores Chains from the reference countries.

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