

Kuala Lumpur Office

**THE ITALIAN TRADE COMMISSION
LIST OF EVENTS AND USEFUL INFORMATION
NEWSLETTER MARCH 2021**



**(Digital Event)
WSM WHITE 2021
Milan, Italy
now – end of May 2021**

As part of the **support actions for the digital edition of Milan Fashion Week (winter 2021)**, the [White - WSM digital platform](#) has been activated, which will be available **until the end of May 2021**.

The platform is accessible **after free registration as a buyer** at the platform allows the buyers to view the collections of the participating contemporary brands, to make meetings and orders.

On WSM-WHITE brand new platform, more than 40 mens and gender fluid collections will be live showing their DNA made of sustainability and craftsmanship. Brands and companies representing the new boundaries of today's craftsmanship, where hand made and production techniques are crucial and updated through new technologies or through a more contemporary twist on product and image. A full-digital project that aims to promote SMEs, made possible thanks to MAECI and ICE - Agency support and the partnership with Confartigianato Imprese.

More information on the fair can be found on the website <https://www.wsm-white.com/en>.

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



e-MilanoUnica Connect

Primavera/Estate 2022

(Digital Event)
E-MILANO UNICA 2021
Milan, Italy
now – July 2021

E-MilanoUnica is Milano Unica's marketplace for textiles and accessories for the apparel industry, developed also thanks to the strengthening of the partnership with Pitti Immagine, which has contributed the experience of its new multi-channel model.

Due to the persistence of the pandemic crisis, the physical edition of February 2021 of Milano Unica could not be held. The fair body has therefore decided to propose a digital version, called e-Milano Unica Connect, online until July 2021 and which sees the participation of about 200 companies.

Access to e-MilanoUnica Connect is reserved for the exhibitors and buyers participating in Milano Unica. Consult our Guide. Buyers who have not yet participated in an edition of Milano Unica can request their access credentials by filling out the form available at this link:

<https://e.milanounica.it/milanounica/fairs/milanounica32/exhibitors>

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

Learn more on this exhibition: <https://www.milanounica.it/en>



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Italian Cuisine Experience 2021
Kuala Lumpur, Malaysia
2nd- 11th April 2021

BUONA PASQUA! The Italian Trade Agency and the Italian Embassy in Kuala Lumpur are proud to present the first **Italian Cuisine Experience 2021**, in collaboration with the Italy Malaysia Business Association (IMBA).

Hop into spring with our many Easter Special Menus. To help you feast for the season, we've rounded up some special dinners, brunches, deals, and drinks you can enjoy for celebrating Easter. Celebrate Easter with family and friends from 2 to 11 April 2021 at participating Italian restaurants.

Here is the link for the videos of the Italian Cuisine Experience:

https://drive.google.com/drive/folders/1a1I921AN7_-cYgUq7wRvP3hYuggUcOmV?usp=sharing.

For more info, please contact our Trade Analyst Ms. Shakira Matridi at (03) 2164 9931 or email at kualalumpur@ice.it.



(Digital Event)
MOSTRA CONVEGNO EXPOCOMFORT 2021
Milan, Italy
8th - 9th April 2021

As part of our promotional initiative, we are delighted to invite you to participate in the online digital event "[MCE LIVE + DIGITAL - The On Life Experience](#)" (MiCo - Milan, 08-09 April 2021) and the online B2B meeting (27 March - 16 April, 2021).

[ICE-Agency](#) in collaboration with [ANIMA Confindustria Meccanica Varia](#) and [Reed Exhibition](#) to support the "**Mostra Convegno Expocomfort - MCE**" organizes a **digital** incoming action on the occasion of the hybrid edition. Participating in MCE means being able to launch its products and services on a global scale, building relationships and strategic alliances with those who design, install and build systems and systems for the living comfort of the smart building in the commercial, industrial and residential areas. Local operators could discover more about innovations and Italian know-how on the occasion of the digital event which represents the most prestigious showcase on HVAC + R (heating, ventilation, air conditioning, & refrigeration), renewable energy and energy efficiency sectors.

The objective of the initiative is to encourage and facilitate the matching of demands by local operators for innovation and technological upgrading from the following macro-sectors and technological specifications:-

Energy Efficiency and Comfort Technology

High energy efficiency technologies: Heat Pumps / Heating and DHW systems / Summer Air Conditioning / Cogeneration systems | Plant Design and Energy Infrastructure Various components (valves, thermostatic valves, taps, pumps, etc.)



ITALIAN TRADE AGENCY

TARGET OPERATORS AND MACRO-COMPARTMENTS: Energy Efficiency and Comfort Technology, Civil plant designers, Industrial plant designers / managers, Importers, distributors, wholesalers of plumbing and heating materials, Management Multiutility, General Contractor, Architectural and engineering firms operating in large construction works, Architectural studies dedicated to renovation, redevelopment, maintenance and in general to high-end and very high-end private clients, ELDOM distributors (retail and wholesale distribution chains of electrical and electronic material).

Environment, Water and Safety Technology

Technologies for civil and industrial water treatment: Purification, Filtering, Desalination and Industrial Treatments Water systems and infrastructures: Aqueducts / Sewers | Irrigation systems: technologies for the recovery and reuse of gray water Valves, taps, pumps Organic waste treatment Systems, technologies and products Fire and Civil Protection

TARGET OPERATORS AND MACRO-COMPARTMENTS: Industrial plant designers / managers, Importers, distributors, wholesalers of plumbing materials, products and accessories, Multiutility management, General Contractor, Distributors, OEMs and Potential End Users.

For any further clarification, please send us an email or call 03-2164 9931 for our Trade Analyst Ms Yogeswary A Athimulam or email at kualalumpur@ice.it.





(Digital Event)
Malaysia-Italy Cooperation on Cybersecurity
13 April 2021, 4:00pm

In 2020, Italy was granted the status of **Development Partner of the Association of Southeast Asian Nations (ASEAN)**, and is looking forward to establishing closer cooperation with all countries of the Region and promoting new opportunities for business.

In this context, the [Ministry of Foreign Affairs and International Cooperation \(MAECI\)](#), in collaboration with ITA-Italian Trade Agency, organizes this thematic webinar "[Malaysia-Italy Cooperation on Cybersecurity: Shaping a New Strategic Partnership](#)" on the **13th of April (Tuesday) at 4.00pm**, to enhance the bilateral relationship on cybersecurity technologies. The Covid-19 outbreak has presented cyber criminals with another weak link and therefore new threats have arisen that need to be effectively dealt with.

The Webinar is structured into three presentation panels:

- Panel 1 "Italian cyber opportunities: from academia to cutting-edge industries"
- Panel 2 "Cyber defence for naval assets"
- Panel 3 "Cyber security for critical infrastructures"

In addition, the B2B sessions with the Italian leading companies in the Cybersecurity Sector will follow at the end of the webinar, namely Leonardo S.p.A., Fincantieri S.p.A., Cy4gate S.p.A. and TIM S.p.A.

For more info, please contact our Trade Analyst Ms Yogeswary Athimulam at (03) 2164 9931 or email at kualalumpur@ice.it.



**(E-commerce initiative)
Italian Trade Agency X Happyfresh Malaysia
Kuala Lumpur, Malaysia
April 2021 – May 2022**

It's official! Italian Trade Agency of Kuala Lumpur will be collaborating with HappyFresh Malaysia in a year-long campaign to promote authentic Italian products on their platform. Under the concept of "Eat Healthy, Taste Italy", online consumers can expect special promotions and features of Italian products on the e-commerce platform.

The agreement signing ceremony took place today between Trade Commissioner - Dr. Filippo Fusaro representing ITA Kuala Lumpur and Country Managing Director - Mr. Hu Hun Hui representing HappyFresh Malaysia. The ceremony is also graced by the presence of H.E. Cristiano Maggipinto.

Stay tuned for the updates!

[#italianfood](#) [#EatHealthyTasteItaly](#) [#madeinitaly](#)



(Digital Event)
BUYWINE TOSCANA 2021
Florence, Italy
24th - 28th May 2021

BuyWine Toscana 2021 Digital Edition will involve 50 Tuscan Wineproducers. B2B appointments will be scheduled into about 3 working days and will take place on BuyWine Toscana official platform. Despite meetings become virtual, product samples (in vinottes of 2 cl each) will be sent to the buyers in order to have real wine tastings, guided by the Tuscan wine makers during the event.

How it works:

- Application: submit the application form. Once the profile is confirmed by BuyWine Toscana organizers, you will receive your credentials by email, to register on the B2B platform
- Profiling Session: complete your profile
- Like Session: browse the catalogue on the B2B platform and select the wine producers you wish to meet
- Matchmaking & samples: receive your meeting agenda and the wine samples at your door
- Video meeting & smart wine tasting: meet producers and taste the wines together

Buyer's package:

- About 10 B2B meeting agenda during one week
- Wine sample in vinottes sent at your door
- Live helpdesk available during the whole event

Applications will open soon – stay tuned. More information on the fair can be found on the website http://www.buy-wine.it/index_en.asp. For any enquiries and clarification, please contact our Trade Analyst Ms. Shakira Matridi at (03) 2164 9931 or email at kualalumpur@ice.it.



CIBUS 2021
Parma, Italy
31st August - 3rd September 2021

Cibus 2021, scheduled from **31 August to 3 September 2021**, is the landmark event for the Italian food industry. Organized at the exhibition center of **Parma**, in the heart of the Food Valley, it is a unique opportunity for industry professionals to discover the best products Food Authentic Italian, meet more than 3,000 manufacturers Made in Italy, participate in conferences and workshops and learn about the latest Cibus news in the Innovation Corner.

Cibus is the most important meeting platform for all agri-food community where buyers, manufacturers and trade associations can meet.

Exclusively dedicated to major operators and professionals in the food sector, Cibus has a 'product offering *Food Made in Italy* unique and complete in an effective and dynamic format based on a four-day exhibition in addition to activities and events organized to analyze new and recent market trends.

Cibus is presented as an essential event for companies in the agricultural sector and for key players from:

- Retail Chains
- GD / GDO Italian and foreign
- Importers and Italian and foreign distributors
- Out-of-home food and beverage / Commercial catering
- Travel Retail and Cruise Industry
- Independent retail
- Organized retail

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

Learn more on this exhibition: <https://www.cibus.it/>



MACFRUT 2021
Rimini, Italy
7th - 9th September 2021

Macfrut 2021, the international fruit and vegetable trade fair organised by Cesena Fiera, which will be held from **7 to 9 September 2021 in Rimini, Italy**.

The exhibition will be packed with brand new content to further increase business opportunities for companies in the fresh produce industry. Among these, the “Spices & Herbs Global Expo”, an area entirely dedicated to the world of spices, officinal and aromatic herbs, will be set up for the first time not only in Rimini but also in Europe.

In addition to the exhibition area, interested companies will have the opportunity to participate in various side events and conferences and to reach out to and make contact with new customers from all over the world, especially from Asia and Africa, and to benefit from a custom schedule of B2B meetings.

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

Learn more on this exhibition: <https://www.macfrut.com/>



EIMA International 2021
Bologna, Italy
19th- 23rd October 2021

EIMA International 2021 is the International Exposition of Machinery for Agriculture and Gardening, a biennial event created in 1969 by FederUnacoma, the Italian Agricultural Machinery Manufacturers Federation, and organized by the federation's service division, FederUnacoma Surl, in collaboration with BolognaFiere.

The format of the review provides for fourteen merchandise sectors joined by specialized salons, EIMA Components, EIMA Green, EIMA Energy, EIMA Idrotech and EIMA Digital, for the direct participation of manufacturing industries from around the world presenting avant-garde technologies in the sector at the global level.

The organization rational of the merchandise exhibits provides an enormous stage – reserved for professional business visitors on the first two days of the review – for the general public of enthusiasts able to immediately focus on their sectors of interest for better organizing their visits. EIMA is indeed the venue for the arrival of business people from sixty countries.

For any enquiries and clarification, please contact our Trade Analyst Ms Yogeswary Athimulam at (03) 2164 9931 or email at kualalumpur@ice.it.

Learn more on this exhibition: <https://www.eima.it/en/index.php>