

# Event Details

Event status: Validated

The b2b is addressed to: designers, manufacturers, buyers working in the field of furniture and textile.

Registration via website <https://milan-design-week-2018.b2match.io/> following below schedule:

**27th February – 16th April: Registration**

**1st April – 16th April: Booking of B2B meetings**

**18th April: Personal meeting schedule**

**19th – 20th April: Bilateral meetings**

**From 10.30 to 13.30**

**From 14.30 to 18.00**

**19th April: Networking Cocktail**

**h 18:30 - 21:00**

## Description

|              |   |
|--------------|---|
| Title:       | EU B2B @Milan Design Week #Fuorisalone2018  |
| Type:        | Brokerage Event   |
| Start Date:  | 19 Apr 2018   |
| End Date:    | 20 Apr 2018   |
| City:        | Milan   |
| Country:     | Italy   |
| Description: | <p>CNA Lombardia is organizing a brokerage event during the Milan Design Week, 17 -22 April 2018, in Tortona Design District, the heart of Fuorisalone, one of the most important event in design all over the world.</p> <p>Fuorisalone is a set of events distributed in different areas of Milan during the Salone Internazionale del Mobile, staged in the halls of Rho Fiera. Every year, in April, Salone and Fuorisalone define the Milan Design Week, the most important event in the world for design addicted.</p> <p>The Fuorisalone is the most important and prestigious event linked to the international design world. Over the years, various Design Weeks - including those of London, New York, Paris, Dubai, Miami and Beijing, have been set up on this format but noone has been able to near the capacity and numbers of Milan, which counts 400,000 visitors, business worth Euro 250 million, sector staff from 165 countries, 1,200 events registered in the city, more than 2,000 companies exhibiting in the Salone at Rho Fiera. This is just some of the data bearing witness to the force and centrality of Milan in the international context.</p> <p>The Fuorisalone started spontaneously early in the 1980s through companies working in the furnishing and industrial design sectors in the Tortona area, still one of the most important design district in the city. Winding through the streets of Via Savona, Via Tortona and Via Forcella, this circuit pulsates with vitality, with a lot of events and special exhibitions, such as Moooi, Kartel, Asus and other important brands.</p> <p>In this context, the brokerage event will take place inside the exhibition "Re-Design" staged at the 1st floor of BASE Milano (Via Bergognone, 34 Milan), one of the historic site of the Fuorisalone in Tortona district. Organized by CNA Lombardia, with Finlombarda, Unioncamere Lombardia and FAST as co-organizers, the B2B will promote meetings between Italian and foreign companies in order to enhance international business cooperation.</p> <p>Sector focus of the event is the design world: from the idea to the production of innovative new solutions for everyday life and new lifestyles. Priority is given to enterprises (manufacturers, distributors, agents, buyers, retailers) working on design, furniture, home textile, decorations, materials and smart manufacturing.</p> <p>A unique occasion of international contamination, a brokerage event in the heart of the most important event for design in Italy.</p> |

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|---------------------|--------|
| Industrial Sectors: | OTHERS |
|---------------------|--------|

### Event Targeting the Following Sectors

|                      |  |
|----------------------|--|
| Technology Keywords: | 02001 Design and Modelling / Prototypes<br>03010 Household Goods & Appliances  |
| Market Keywords:     | 07002 Retailing<br>07004001 Clothing, shoes and accessories (including jewellery)<br>07004003 Home furnishing and housewares<br>07004005 Furnishing and Furniture<br>09004002 Office furniture and other professional furnishings<br>09004003 Textiles (synthetic and natural) |

### Organisations Involved

|  |  |
|--|--|
| Name of Enterprise Europe Network Partner: | CONFEDERAZIONE NAZIONALE DELL ARTIGIANATO E DELLA PICCOLA E MEDIA IMPRESA  |
| Other Partners Involved:                   | China IPR SME Helpdesk   |
| Organisation Hosting the Event:            | CNA Milano   |
| Coorganisers:                              | ASTER - SOCIETA CONSORTILE PER AZIONI<br>CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO AGRICOLTURA DI TORINO<br>Eurosportello - Camera di commercio di Ravenna<br>FAST - FEDERAZIONE DELLE ASSOCIAZIONI SCIENTIFICHE E TECNICHE<br>Finlombarda S.p.A.<br>UNIONCAMERE PIEMONTE<br>UNIONE REGIONALE DELLE CAMERE DI COMMERCIO, INDUSTRIA, ARTIGIANATO E AGRICOLTURA DELLA LOMBARDIA<br>CONFINDUSTRIA LOMBARDIA<br>CNA REGIONALE DELL'EMILIA ROMAGNA<br>LATVIJAS INVESTICIJU UN ATTISTIBAS AGENTURA |
| Sector Groups Involved:                    | Creative Industries<br>Textile and Fashion   |

### Organiser Contact Details

|                    |   |
|--------------------|---|
| Contact Name:      | Mariagrazia Berardi   |
| Contact Telephone: | +390236512030   |
| Website:           | <a href="https://milan-design-week-2018.b2match.io/">https://milan-design-week-2018.b2match.io/</a> |

### Agenda & Registration

|                           |  |
|---------------------------|--|
| Deadline for Registering: | 16 Apr 2018  |
| Agenda of the Meeting:    | <a href="#">EU B2B @Milan Design week #Fuorisalone 2018 Agenda.pdf</a> |

### Event Location

|                                |   |
|--------------------------------|---|
| <b>Event Location Details:</b> |   |
| Location Name:                 | BASE Milano                                   |
| Address:                       | Via Bergognone, 34                            |
| City:                          | Milan   |
| Country:                       | Italy   |
| Location Map                   | <a href="#">BASE Milano - Google Maps.pdf</a> |

|   |   |
|---|---|
| Attachment:                               |   |
| Website:                                  | <a href="http://base.milano.it/en/">http://base.milano.it/en/</a> |
| <b>Contact Details at Event Location:</b> |   |
| Contact Name:                             | Mariagrazia Berardi   |
| Contact Telephone:                        | +393357329911   |
| Email:                                    | progetti@cnalombardia.it  |

### Hotel List

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|-----------------------------------|--|
| Hotel Information<br>Web Page:    |  |
| Hotel Information<br>Attachment:  |  |
| Hotel Registration<br>Attachment: |  |