

P R E S S R E L E A S E

GOOD RESULTS FROM LINEAPELLE ASIA

The 5th edition of LINEAPELLE Asia has been successfully held in Guangzhou International Convention and Exhibition Centre on November 15th to 17th. The total number of exhibitors amounted to 166 businesses (of which, 74 from Italy and 30 from other European countries).

The exhibition was visited by nearly 10,000 accredited buyers, most of whom came from the region of Guangdong. Visitors from other Asian countries (Japan, South Korea) have been growing steadily over the last years.

Patent and printed finishes were the most popular products for both textiles and leathers.

Attracted exclusively by novelties, the visitors, which included the biggest American brands working in China, showed greater skills and professionalism. Therefore, the organisers intend to continue their policy of selection of the invitations with added care.

Volumes have continued to fall, while the manufacturers who have focussed on greater quality have shown a sizable growth.

The troubles caused by the strong Euro currency and the recent cuts to VAT reimbursements on exports, which will hit the local footwear and leather goods manufacturers, have remained unsolved.

We are planning other initiatives for the Chinese market, and namely incentives to boost environmental investments by Eastern manufacturers; collaborations with their associations aimed at finding new potential design solutions; opening of a showroom in China before the end of 2008.

For further information, please contact:

LINEAPELLE ASIA
www.lineapelle-asia.com

November 2007