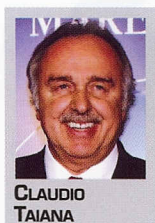


# MarediModa the Made in Europe culture

Claudio Taiana, President of the European beachwear fabric show MarediModa, anticipates new developments and strategies of Cannes 2009.



The eighth edition of MarediModa/IntimodiModa, the international trade show dedicated to collections of swimwear and intimate apparel fabrics will take place from November 25th to 27th 2009. Strong of the results achieved in 2008, the trade fair will be staged at the Palais des Festivals in Cannes with a rich program of initiatives and events. The Best of Intima met Claudio Taiana, President of the show, to find out more.

## What are the distinctive features and aims of MarediModa/Intimodimoda?

*Maredimoda/Intimodimoda is not simply a trade show but the expression of a team of businessmen who believe in their work and manage their activities with passion. The November event, unlike other fairs, can be defined as a unique platform of services for operators with the objective of safeguarding exhibitors and visitors thanks to a stringent internal code; it represents the sole pole of excellence against the mass production coming from the East, a sort of garrison and outpost that we believe will be increasingly successful in the years ahead. Our fair has always sought to read and analyze the changes and the evolution of the intimate apparel and*

*beachwear field and in particular it is pledged to do so now in the light of the current changing economic and structural conditions.*

## What is the role of your fair?

*Everyone is aware of the current international trade show scenario. Players are travelling less and increasingly consider it an investment that has to produce an adequate yield. The high degree of specialization and the innovation of the offer at MarediModa/IntimodiModa are the right answer to this demand.*

«... IT REPRESENTS THE SOLE POLE OF EXCELLENCE AGAINST THE MASS PRODUCTION COMING FROM THE EAST...»

## What new features are there in terms of layout and structure of the presentation?

*The upcoming edition of MarediModa/IntimodiModa will feature important developments in terms of offer. In the first place a lot more space will be dedicated to the trends forum which will be highly impacting and extremely innovative in its formula. On the impetus of last year's success we will be hosting an important international forum and we will also give greater visibility to the sector devoted to outsourcing, which we were the first to introduce as an alternative high-quality model of production. We are very pleased to see it has been taken as an example by other international trade shows. We will also launch THE LINK, the most ambitious competition of talent scouting on a global scale, which will involve up to 100 of the most renowned design schools in Europe, and I can anticipate that the works submitted are of the highest quality and of very refined workmanship.*

