



MICAM: EARLIER DATES FOR THE SECOND HALF OF 2014

Assocalzaturifici has changed the dates of theMICAM in 2014/2015.

The March event is confirmed for Sunday March 2 through Wednesday March 5, but **the dates of the second theMICAM are moved forward: the doors will open Sunday August 31 and close on Wednesday, September 3 2014.**

The dates of the first edition of 2015 have already been announced: Sunday February 15 through Wednesday February 18.

*"After talking to the buyers and the companies, we decided to move the dates of theMICAM forward in response to the needs of the market and business schedules and to make the most of the event in the international trade fair calendar," says **theMICAM President Cleto Sagripanti.** "It's not just a matter of dates. The event has been profoundly renewed, starting with the recent name change, not only moving the dates forward for all Assocalzaturifici trade fairs, including Shanghai, Moscow and Munich, but introducing a new exhibition format, currently being developed, to be introduced at the second event in 2014".*

Milan, July 29 2013

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