



# ITMA 2023:

## “Transforming The World Of Textiles”

*Final preparations are underway for the 19th edition of ITMA to be held in Milan, Italy, this June.*

### TW Special Report

ITMA 2023 will be held June 8-14, 2023, at the Fiera Milano Rho fairgrounds in Milan, Italy. Milan is hosting ITMA for the sixth time since its inception at the now 19th edition of the show. ITMA is owned by the European Committee of Textile Machinery Manufacturers (CEMATEx) and is organized by ITMA Services.

The show is regarded as the largest and most comprehensive

global textile machinery trade show. Held once every four years, ITMA has evolved into a platform for emerging trends, innovative solutions, new knowledge and best practices. It is also known as a place to network and establish new relationships, as well as rekindle relationships and catch up with old friends.

The overall theme for ITMA 2023 is “Transforming the World of Textiles.” Four sub-themes under this

umbrella title include advanced materials, automation and digital future, innovative technologies, and sustainability and circularity.

### Global Uncertainties

On the tails of a global pandemic, organizers and exhibitors aren't daunted by the current clouds of a global banking crisis and the war in Ukraine, among other economic difficulties. ITMA Services recently reported that the 200,000 square meters of exhibition space reserved for the exhibition at the Fiera Milano Rho is 100-percent booked by exhibitors. More than 1,600 exhibitors from 44 countries are expected in Milan and there is a waitlist for exhibition space of some 100 companies.

“Since the last ITMA exhibition in Barcelona in 2019, the world has changed drastically due to the coronavirus pandemic and geopolitical situation,” said Charles Beauduin, chairman of ITMA Services. “Despite various disruptions, we are glad that space in ITMA 2023 is fully booked. Companies are buoyant about the outlook of the market with most borders now fully open.”

With Italy as the host country, the Association of Italian Textile Machinery Manufacturers (ACIMIT) reports Italy-based exhibitors are fully committed to ITMA 2023. “Our manufacturers are very confident about next June's event,” said ACIMIT President Alessandro Zucchi. “As shown by the figures on the Italian presence at the event: Almost 400 Italian exhibitors, about 36,000 square meters, with an increase in the occupied surface area of over 20 percent compared to the previous edition held in Barcelona. 30 percent of the total exhibition area at ITMA 2023 will be taken up by Italian machinery manufacturers.”

ACIMIT is promoting the activities of its members at ITMA 2023 under the theme “Shaping the Future.” “Shaping the future is a concept that aims to show how Italian manufacturers are key players in the develop-

# ITMA 2023 Sector Plan

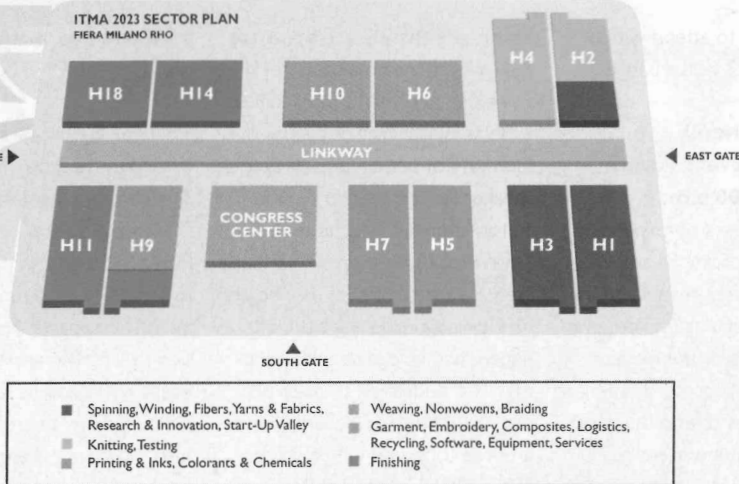


Figure 1

ment of the entire textile supply chain, able to outline virtuous paths that testify to the proactive nature of the entire sector and that enables the future of the sector to be shaped through the three pillars, technology, digitalization, and sustainability, which are also the key themes of ITMA 2023," Zucchi explained.

Zucchi did caution that positive results in 2022 for Italy-based machinery manufacturers — including production and export increases of more than 10 percent year-on-year — do not cancel out obstacles companies continue to face. "The critical issues following the COVID-19 pandemic have been amplified by the ongoing Russian-Ukrainian conflict," Zucchi noted. "Even in this early 2023, unfavorable conditions to business still exist, such as high inflation, constraints on the functioning of value chains, and energy commodity prices above the average of recent years. However, forecasts prepared by our Economic Office show an improvement in the second half of the year and in the 2024-26 period, which gives us hope."

ACIMIT suggested that ITMA 2023 could be a driving force to stimulate investment in the global textile industry.

At a recent press conference to discuss ITMA and why it is the "greatest show on earth," Cornelia

Buchwalder, secretary general of the the Swiss Textile Machinery Association —the representative body for Switzerland's producers of textile equipment, systems and services — reminded attendees that ITMA serves as a benchmark of progress in the textile industry.

"Not only for us, but for the visitors from the textile manufacturers, ITMA is vitally important, and a major element in the overall development of the textile industry worldwide," Buchwalder said. "The 2023 ITMA is fully booked — clear evidence of its continued appeal as the essential marked place for textile

machinery. ... ITMA remains a four-yearly milestone in technology, where industry visitors rightly expect to see the best and latest ideas from their suppliers."

Like ACIMIT, the Swiss Textile Machinery Association also reports robust participation from its member companies at ITMA 2023. "... its importance is underlined by the participation of more than 50 Swiss exhibitors, most of which are members of the textile machinery association. We will be there in Milan, because we know it's the perfect opportunity to show the world what we offer," Buchwalder emphasized.

She also pointed out during the press conference that while much information is available online today, there still is nothing better or more exciting than seeing a new machine running live and in person. "Live demonstrations at timed intervals are often crowded with eager visitors — for a good reason," Buchwalder said. "It's the way to be inspired and find solutions that could literally change your business outlook, and actually grow your profits.

"Ultimately, ITMA is a celebration of achievements of the global textile community, and an opportunity to foster the kind of innovative developments that future generations will be proud of," she concluded.

