

## 59 Italian firms to exhibit at ITMA ASIA + CITME 2022 in Shanghai

### Insights

- The ITMA ASIA + CITME 2022 event in Shanghai will feature 59 Italian machinery manufacturers, including 26 presenting tech innovations.
- Asia accounts for 38 per cent of Italy's textile machinery exports.
- The event marks a significant reprise for the Italian textile machinery sector, which exports over 40 per cent of all capital goods to China.

A total of 59 Italian machinery manufacturers will be exhibiting at the upcoming ITMA ASIA + CITME 2022, to be held from November 19–23 in Shanghai, as the event had been postponed for a year in the wake of the COVID-19 pandemic. Of these 59 manufacturers, 26 will be presenting technological innovations as part of the National Sector Groups, organised by the Association of Italian Textile Machinery Manufacturers (ACIMIT) and Italian Trade Agency (ITA).

Occupying a surface area of around 2,000 square metres, Italy is among the major foreign exhibiting countries at the event, as has been the case for previous editions as well, ACIMIT said in a press release.

Asia is a major destination for Italy's textile machinery manufacturers, with 38 per cent of all Italian textile machinery exports during the first half of 2023 (amounting to roughly €338 million) directed towards Asian markets. China, in particular, is an absolutely important market for Italian companies—the first in Asia and the second worldwide behind Türkiye in 2022. In the first six months of this year, Italian machinery sold in China reached a value of €81 million.

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“The general outlook for the Chinese market remains positive, although the demand for foreign machinery from local textile manufacturers has slowed somewhat for this first half of the year,” said ACIMIT president Marco Salvadè. “Investments in the textile industry have never stopped, so there is no shortage of opportunities in China. I believe ITMA ASIA + CITME will confirm our expectations for a recovery in demand.”

Indeed, the demand for machinery in China is centred mainly on technologies capable of combining savings in production costs with solutions aimed at respecting the environment. “My belief is that to increase competitiveness at a global level, China's textile manufacturers—just like those of other countries—need to focus on the digitalisation of production processes, as well as on sustainable technology solutions. In this regard, Italian technology can certainly satisfy these needs, proposing innovative processes designed to enhance sustainability and digitalisation, something which visitors at the fair will be able to see for themselves,” added Salvadè.

“ITMA ASIA + CITME has returned to Shanghai after two years, with a full reopening of the Chinese market, a significant statement that marks a reprise for the entire sector. In fact, ITMA ASIA + CITME continues to be one of the most important events for Italian textile machinery sector, one highly awaited event also for Chinese operators increasingly sensitive to quality, innovation and the ability of Made in Italy to combine technologies that can bring together cost savings with product sustainability. And we need to keep in mind that over 40 per cent of all Italian exports to Cina is made up of capital goods and innovative technologies that are especially appreciated by Chinese product manufacturers,” said Augusto Di Giacinto, Italian trade commissioner in Shanghai.

ACIMIT will be present at ITMA ASIA + CITME 2022 at the Industry Information Hub, with its very own Hot Desk.