

Press

GOING INTERNATIONAL WITH "MADE IN ITALY BATHROOM": EVENT AT SALONI 2013 ON THURSDAY April 11TH AT 13.30

The conference organised by Il bagno oggi e domani and Assobagno will display the opportunities and benefits for Italian businesses in the Italian-made bathroom fittings sector, and will include a monitoring of the performance of developing markets, which differ in terms of taste, mentality and habit. Markets characterised by a high demographic growth, by an increase in prosperity and, hence, of domestic consumption too.

These the objectives of the survey of the international bathroom fittings market, based on the market figures from wealthy and Eurozone countries: identify the most promising markets for Italian goods, the principal market trends and ways of building business relationships with increasingly key countries, like Brazil, India, China and Turkey.

The **"Making Italian-made baths more international - Design, production, distribution of bathroom fittings around the world"** conference aims to highlight what makes Italian products in the sector special, and how it appears on the international markets, conveying the values of Italian-made goods integrated skilfully into the culture and habits of the different countries. Moreover, the presentation of two significant case histories will investigate the themes of International Contracts and Distribution in the Italian-made bathroom fittings sector.

Italian and international speakers will be present, representing the academic, association, research, design and business worlds of the bathroom fitting sector, who will help define today's scenario and offer a global overview on possible trends and opportunities.

The meeting organised by Il Bagno Oggi e Domani magazine, with the patronage of Assobagno di FederlegnoArredo and the collaboration of Cosmit and Fiera Milano, will take place from 1.30 pm onwards on Thursday 11th April during the 52nd Salone Internazionale del Mobile di Milano ('Milan International Furniture Fair', 9th -14th April 2013) in the Sala Martini, Fiera Milano-Rho (Entrance via the Porta Sud ('South Gate')).

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FLAmedia
Foro Buonaparte, 65 • 20121 Milano
Italy • Tel +39.02.80604.1
Fax +39.02.80604.392
press@federlegnoarredo.it



