

## Revamped Simac Tanning-Tech ready for Milan return

Italy

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The Italian Footwear, Leather Goods and Tannery Machinery Manufacturers Association, Assomac gave more details about the upcoming event to be held in Milan alongside Lineapelle, February 25-27 at a press conference during the IILF in Chennai on February 2.

There will be 270 exhibitors from 17 countries covering a surface area of 14,500 sq m at the new look show in Milan, which is the leading exhibition for tannery machinery technology in the world. Exhibitor space is 20% up compared with the last edition, which was held in Bologna in 2013. With the return to Milan many exhibitors will be highlighting new or recently upgraded machinery in halls 14 and 18 of the Fiera Milano Rho show grounds.

“We have rebranded the show, ‘Simac Tanning-Tech’ combining the footwear, leather goods and tannery machinery segments into a single identity. The revised show is taking place in a new venue at a different time of the year than in the past but we anticipate a more interesting show for visitors”, Gabriella Bocca, Vice-President Assomac said at the press conference.

Assomac has also relaunched its website [simactanningtech.it](http://simactanningtech.it) and introduced an App for smartphone and tablet devices to make the visitor experience simpler and easier to plan using an electronic roadmap.

Bocca says that the revised timings of the show is an unknown factor and “that the Assomac board would evaluate its success after the show had taken place” and would consider switching to an Autumn date if necessary in the future.



Dr Amedeo Scarpa, Italian Trade Commissioner, with Gabrielle Bocca, Assomac Vice-President

“Simac Tanning-Tech is the only place in the world to see the best European made machinery and by being in Milan the show will be easier for visitors to attend”, she added.

A number of foreign delegations will also be attending the show from all over the world.

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