



The Italian Platform for Bridal & Evening Wear

2027

NAPOLI

12-14 June 2027

Mostra d'Oltremare

BOLOGNA

3-5 July 2027

www.med-italy.com



MOSTRA
D'OLTREMARE
Napoli

 **Bologna**
Fiere Group

The market has changed. So has the way we connect.

Buyers have less and less time to travel. Companies need to meet new customers and develop new markets more efficiently.

MedItaly was created to bring supply and demand closer together, bringing collections directly to Italy's key commercial territories.

Napoli and Bologna are two complementary appointments designed to connect brands with boutiques, ateliers, retailers, distributors and buyers.



— One project. Two commercial hubs.
A market closer to you.

Why two locations?

Italy is not a single market.

The commercial dynamics of Southern Italy are different from those of Central and Northern Italy.

For this reason, MedItaly has developed a project based on two complementary appointments.

Napoli represents Italy's leading production hub for bridal and occasion wear.

Bologna is a strategic meeting point for the Central and Northern Italian market.

Together, they allow brands to expand their commercial reach across the Italian market.

01

BOLOGNA

Central & Northern Italy

02

NAPOLI

Central & Southern Italy

Two hubs. One market.

MedItaly is the only Italian platform enabling brands to showcase their new collections across two complementary commercial hubs, reaching the broadest audience of industry professionals.

NAPOLI

Central & Southern Italy

Collection Presentation
Business Matching

Buyers
Central & Southern Italy

+

BOLOGNA

Central & Northern Italy

Showroom
Business Matching

Buyers
Central & Northern Italy

=



ITALIAN MARKET

Greater commercial reach

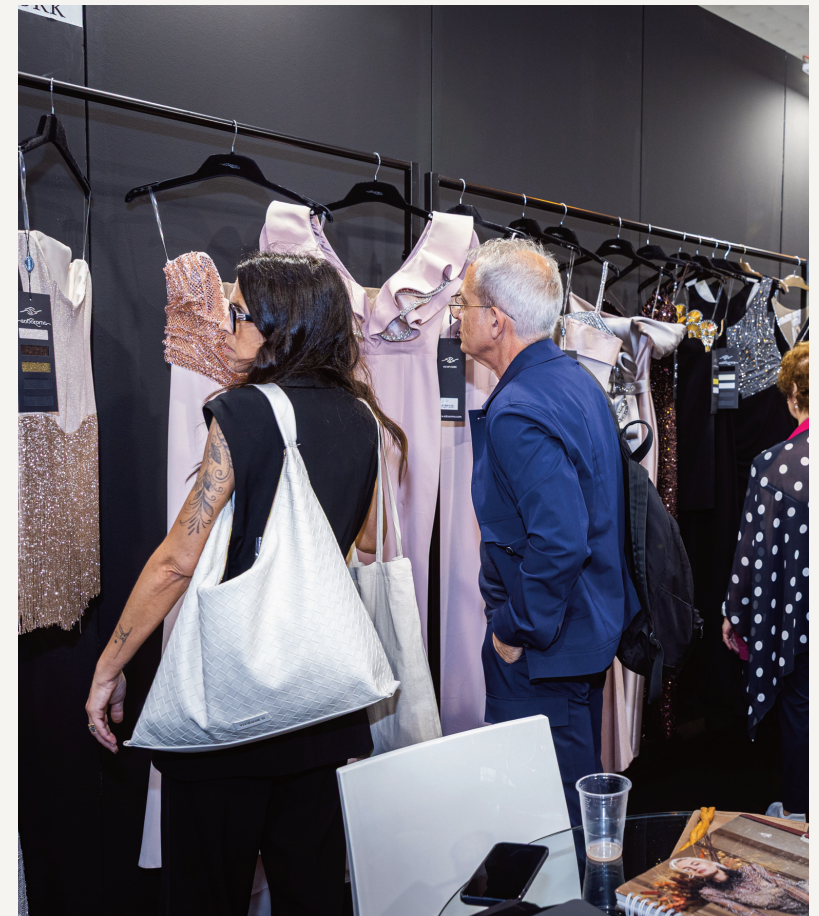
Why MedItaly?

MedItaly is created exclusively to develop business.

Every aspect of the event is designed to facilitate direct connections between supply and demand.

Exhibiting means expanding your commercial network, meeting new customers and developing new opportunities in the Italian market.

- New Customers
- New Orders
- New Distributors
- New Retailers
- New Markets
- Brand Visibility



Who you will meet



MedItaly brings together the key professional operators of the Italian distribution network.

- 01 Specialised Boutiques
- 02 Ateliers
- 03 Retailers
- 04 Department Stores
- 05 Importers
- 06 Distributors
- 07 International Buyers
- 08 Fashion Stores
- 09 Concept Stores
- 10 Specialised Chains





Business matching

Business Matching is at the heart of Meditaly. Meetings are organised to facilitate direct connections between exhibitors and qualified buyers.

The objective is to create concrete commercial relationships and encourage the development of new business opportunities.

[Personalised Agenda](#)
[Qualified Buyers](#)
[B2B Meetings](#)
[Networking](#)



Fashion show

Collections come to life on the runway.

Fashion shows are an important tool for enhancing the product, strengthening the brand image and presenting new collections to buyers attending the event.



Networking

Meditaly encourages the development of relationships beyond commercial meetings.

[Welcome Party](#)
[Networking Events](#)
[Conferences](#)
[Workshops](#)
[Talks](#)
[Institutional Events](#)
[Evening Events](#)

An international platform

25+

Countries

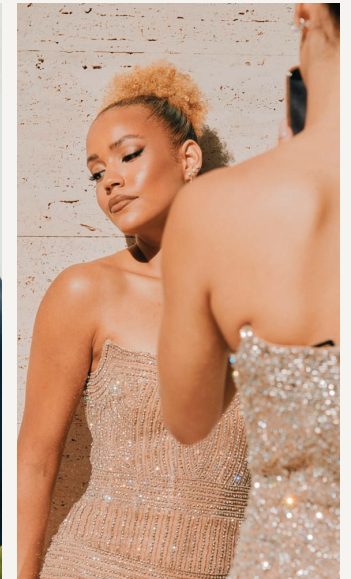
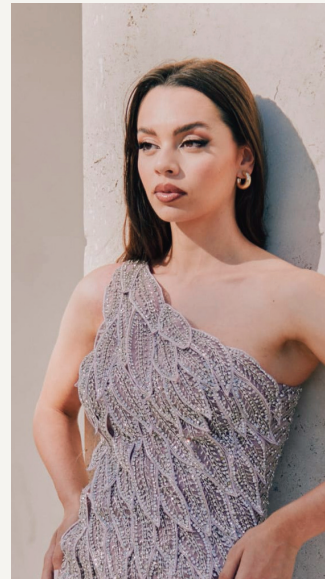
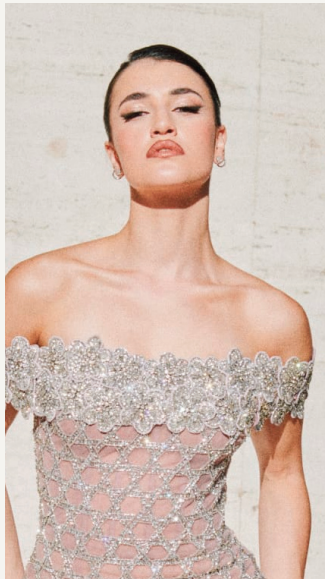
100+

Brands

MedItaly welcomes companies from numerous countries and develops an international programme dedicated to buyer recruitment.

Thanks to collaboration with ICE - Italian Trade Agency, selected international buyers are invited from key target markets.

A bridge between Made in Italy and the global market.



Italian and International Buyers



NAPOLI

12-14 June 2027

Napoli represents the heart of Italy's production of bridal and occasion wear.

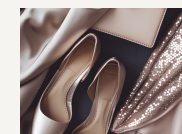
Mostra d'Oltremare hosts the main MedItaly event, serving as a key commercial hub for Central and Southern Italy and for Italian and international buyers.

BOLOGNA

3-5 July 2027

Bologna completes the MedItaly project through an appointment dedicated to the Central and Northern Italian market.

The city represents a strategic meeting point for boutiques, retailers, distributors and professional operators.



Institutional partners

MedItaly develops its project in collaboration with institutions, trade associations and partners committed to promoting Made in Italy and the internationalisation of companies.



Media partners

Official Media Partners



An important media presence accompanies each edition of the event through television, press, web and specialised media.

MedItaly in numbers

5,000

m² net exhibition area

100+

Brand exhibitors

25

Countries represented



Fashion Show / Business Matching / Networking Events

Italian & International Buyers

We bring the market closer to you.

NAPOLI

12-14 June 2027

BOLOGNA

3-5 July 2027



commerciale@med-italy.com

info@med-italy.com

Ph. +39 389 848 1904

www.med-italy.com