

Italian Trade Agency (ITA) is set to make a significant impact at the ITM 2024



The Italian Trade Agency (ITA) is set to make a significant impact at the ITM 2024 International Textile Machinery Exhibition with its dedicated Italian Pavilion. Renowned for their leadership in the global textile industry, Italian textile machinery manufacturers will showcase cutting-edge technologies that emphasize energy efficiency, sustainability, and digital transformation.

Taking place from June 4-8, 2024, in Istanbul, ITM 2024 adopts the motto "Discover the Future," inviting industry leaders to explore the latest innovations, forge new business connections, and collaboratively shape the textile industry's future. This prestigious event will gather nearly 1300 domestic and international companies, attracting thousands of qualified buyers and professional visitors.

With its participation, ITA underscores the versatility and excellence of "Made in Italy" technology. This strategic move highlights Italy's commitment to strengthening its presence in Turkey, a key market where Italian textile machinery exports surged by 15% in 2022, reaching 309 million euros. The Italian Pavilion will offer an unparalleled platform for Italian manufacturers to demonstrate their innovative solutions and engage directly with a global audience.

"We are thrilled to host Italian Textile Machinery Manufacturers in the Pavilion," stated the organizers of ITM Exhibition, expressing their excitement for this landmark participation. This pavilion will provide visitors with a unique opportunity to witness firsthand the pioneering advancements of Italian textile machinery, reinforcing Italy's pivotal role in the industry's future.