



Italian Trade Agency  
Trade Promotion Section of the Italian Embassy  
ITA Amman Office

البيئة التجارية الإيطالية  
قسم الترويج التجاري للسفارة الإيطالية  
مكتب عمان



**Discover MICAM Milano Digital Show,  
online from 8 March to 8 May 2021!**

A revolutionary buying experience for retailers!

The platform will offer a 24/7 accessible marketplace, available online and offline, to discover brands and make the buying process fast and easy!



With the support of



Within the Fiera Smart 365 project

# DISCOVER MICAM Milano Digital Show



**NO MORE HANDWRITTEN ORDERS**  
Fast processing & orders are emailed to you with photo



**PRODUCT CATALOG 24/7**  
View your favorite linesheets & products



**SHOP YOUR WAY**  
Browse by brand season, immediates or categories



**SAVE TIME AT TRADE SHOWS**  
Reps can email you a PDF with all your notes. Those styles will be highlighted when you log into NuORDER for you to easily review and purchase.



**DISCOVER NEW BRANDS**  
Easily connect with the Brands you want. Browse brands by category and price point to find the perfect labels for your store. Plan your show visits.



**TAILORED SELECTION JUST FOR YOU**  
Shop campaigns, lookbooks, press clippings, and personalized linesheets



**PLAN AHEAD**  
Preview collections before the show & get one step closer to the perfect buy



**TAG YOUR FAVORITES**  
Note your favorite styles with ease & convert into an order fast



**CONTACT A REP**  
View a list of sales reps and send an email to express your interest or request an appointment



**PLAN YOUR SHOW VISITS**  
Log in before a trade show to view brands and decide who you want to see



**DIGITAL PRODUCT CATALOGS**  
Beautiful and easy to navigate, zoom instantly on product images



**CUSTOM LINESHEETS**  
Receive or create custom linesheets

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