



The Salone del Mobile.Milano, Ambassador for Italian Design Worldwide

The designation was announced by the Deputy Prime Minister and Minister for Foreign Affairs and International Cooperation, Antonio Tajani, during the official opening of the 64th edition of the event.

As of today, the Salone del Mobile.Milano is an Ambassador for Italian Design Worldwide. The designation forms part of the initiative promoted by the Ministry of Foreign Affairs to bolster the tools of economic and cultural diplomacy and to support, including through design, the promotion of the Italian system on the international markets. The opening ceremony also provided an opportunity for the signing of the MAECI-FederlegnoArredo Framework Agreement, aimed at promoting and supporting initiatives to strengthen the international profile of Italian design.

This partnership marks the start of a new phase of collaboration between Salone del Mobile.Milano and the Ministry of Foreign Affairs and International Cooperation in the field of internationalisation, confirming the event's role as a platform for promoting Italian excellence and as a tool for economic and cultural diplomacy. This role is geared to strengthening Italy's global image as a nation that combines creativity, quality, innovation and industrial prowess.

Within this context, **the support of the Ministry of Foreign Affairs, with the involvement of Embassies, Consulates and Italian Cultural Institutes, represents a strategic element in promoting new initiatives to support Italian design and the sector's supply chain in key international contexts.** The ITA – Italian Trade Agency continues to play a pivotal role, supporting the Salone del Mobile.Milano in its promotional activities abroad and in the development of special projects: from initiatives launched in China, India and the United States to the stopovers on the international roadshow leading up to the 2026 event.

Antonio Tajani, Minister for Foreign Affairs, had this to say: *"By conferring the designation of Ambassador of Italian Design Worldwide, I wished to recognise the role played by the Salone del Mobile.Milano in strengthening our country's international profile. Over the years, the event has promoted design globally as a hallmark of Made in Italy and as a driver of sustainable development, consolidating Italy's international reputation as a centre of creative, manufacturing and educational excellence in this sector."*

Maria Porro, President of the Salone del Mobile.Milano, commented: *"First and foremost, I should like to thank Minister Antonio Tajani for this recognition, which gives fresh impetus to our collaboration with the Ministry of Foreign Affairs and International Cooperation. This designation holds great significance for us because it reflects a vision that recognises design as a key tool for economic and cultural diplomacy, as well as a strategic lever for the international projection of the Italian economy. In this context, our collaboration with the Ministry of Foreign Affairs and International Cooperation (MAECI) and the ITA- Italian Trade Agency has proved essential in providing tangible support for the development of our projects in key international forums. It is therefore not just an honour for us, but also a commitment, to continue working together to support the sector and promote one of the finest expressions of Italian craftsmanship across the globe. Design is industry, product and project, and also a fully-fledged expression of Italian culture. And it is precisely in this ability to unite thought and enterprise, vision and practicality, that it continues to represent one of the most authoritative languages*



through which Italy presents itself to the world today. It is with this vision in mind that, thanks to Minister Antonio Tajani and the support of the ITA Agency, the Salone travelled to Riyadh last November for the first major Italian design event in Saudi Arabia, building a bridge of dialogue with the Kingdom's institutions, which are expected at the Salone today alongside four other delegations from Gulf countries. An important achievement that charts the future course of our commitment."

Following the presentation of the plaque recognising the Salone del Mobile.Milano's role as Ambassador of Italian Design in the World, **the official opening ceremony of the 64th edition of the event continued with the signing of the MAECI-FLA Framework Agreement, aimed at promoting and supporting initiatives to boost the international profile of Italian design, with particular reference to the wood-furnishing sector.**

The agreement, signed, in the presence of Minister Tajani, by the Director General for Growth and Export Promotion at the Ministry of Foreign Affairs and International Cooperation, Mauro Battocchi, and by the President of FederlegnoArredo, Claudio Feltrin, the agreement, provides for the development of joint initiatives with the support of the diplomatic and consular network, the Italian Cultural Institutes and the ITA Agency offices.

"In a bid to further strengthen the role of the Salone del Mobile.Milano as an Ambassador for Italian Design worldwide, we have signed a framework agreement with FederlegnoArredo. We intend to develop joint initiatives to promote Made in Italy abroad ever more effectively, with the support of our network of embassies, consulates, Italian Cultural Institutes and ITA Agency offices. Together we will strengthen the opportunities for the Italian design sector in both established and emerging markets, leveraging our expertise, which sees us as global leaders within the sector," said **Minister Tajani** at the signing ceremony.

Claudio Feltrin, President of FederlegnoArredo, added: "The signing of this agreement with the Ministry of Foreign Affairs and International Cooperation represents a strategic step for the entire wood furnishing sector, with a view to strengthening the relationship between institutions and the manufacturing sector, as part of a shared strategy for promoting Italy internationally. Strengthening our collaboration with the Ministry of Foreign Affairs means equipping our businesses with even more effective tools for tackling international markets, promoting Italian design as a lever for economic and cultural development. It is through solid alliances between the public and private sectors that we are able to support growth within the sector, maintaining a presence in key markets and strengthening the country's position in the face of major global challenges. In an increasingly competitive global context, working as a unified system is crucial: thanks to the support of the diplomatic and consular network, the Italian Cultural Institutes and ITA Agency, we will be able to consolidate our sector's presence abroad and open up new opportunities for growth. Italian design is an expression of quality and industrial identity, and this agreement helps to bolster the Salone's role as an ambassador for Italian design around the world."