

**IACCW PROMOTING MACEF AT THE LAS VEGAS MARKET
(August 2-6, 2010)**

Sitting at the epicenter of the world's fastest growing home furnishings complex, Las Vegas Design Center at World Market Center Las Vegas (www.lvdesigncenter.com) is a year-round resource for design-seeking consumers and designers showcasing top names in fine furniture, decorative accessories, wall décor, lighting, floor coverings, fabrics and trim.

The Italy-America Chamber of Commerce West was present at the show informing buyers and exhibitors about the opportunities to attend the upcoming Macef show in Milan (September 9-12, 2010). For the past fifteen years the IACCW has been in close collaboration with Macef, organizing trade missions to the Italian show with the purpose of promoting the participating exhibitors to select US buyers. Macef (www.macef.com) is the international show of gift items, household and tableware, silverware and goldsmith's items and costume jewelry, with more than 1,800 exhibitors.

On August 2, 2010, the Macef presence in Las Vegas became even more relevant when the World Market Center launched the Las Vegas Market, Gift + Home and Vegas Kids, brimming with exclusive educational programming, elaborate celebrations, advanced technologies and a diverse mix of attendees from around the globe. The show in Las Vegas certainly started on a positive note: "we've been elated by the buying activity on the first day of Market," said World Market Center President and CEO Robert Maricich. "No one has given up. They are here introducing new products, they are being aggressive. Retailers are here looking for new ideas, and the lines are being blurred between home furnishings and gifts, which is a good thing. One theme we've seen again and again is crossover shopping. Attendees are truly embracing the whole home market we've offered, and are taking advantage of the countless options under one roof—Vegas Kids, Gift + Home, Las Vegas Market, Alfresco Spaces and so much more."