

EVENT MANGEMENT /  
FASHION EVENT MANAGEMENT

**UNINT**  
Università  
degli Studi Internazionali di Roma

# INTRODUCTION TO FASHION MARKET IN CHINA/ SHANGHAI FASHION WEEK

MAY 14TH | 2:00 P.M

**Bin CHEN**

Professor of Fashion design at Donchua University  
& Member of "China Fashion Association"

**INTRODUCTION**

**Maria Christina Rigano**

Professor of Event management at UNINT

*e-conopolis*

