

news +++ Heimtextil
from 21 to 24 June 2022

heimtextil

Heimtextil Summer Special: already around 1000 registered exhibitors from 46 countries

Frankfurt am Main, February 2022. Three weeks after the announcement of the Heimtextil Summer Special, around 1,000 exhibitors have already registered for the one-time summer edition of the leading international trade fair for home and contract textiles. With a global offering from 46 countries, Heimtextil will once again cover a diverse range of products for textile interior design in the summer. One of the focal points is the intercontinental volume business.

The one-time Heimtextil Summer Special reaches its first milestone: after the early booking deadline at the beginning of February, around 1,000 exhibitors from 46 countries have announced their participation. "We are delighted to see that within just a few weeks such a large number of exhibitors have already placed their bets on the Heimtextil Summer Special by announcing their participation. The very high level of international participation also underlines the global commitment of the home textiles sector," says Olaf Schmidt, Vice President Textiles & Textile Technologies. Among the exhibitors' countries of origin are France, India, Italy, the Netherlands, Pakistan, Portugal, Spain, Turkey and the United States.

"We at Aznar Textil are very much looking forward to the Heimtextil Summer Special. At Heimtextil you can communicate what makes you stand out as a company, establish new customer contacts, but also speed up customer decisions: Immediate feedback on new collections means saving time and money. In the end, we are people who need to see each other, touch the fabrics and communicate face to face. For this, Heimtextil is the global place to be," says Eduardo Aznar, Managing Director of Aznar Textil, Spain.



One of the focal points of the Summer Special: international volume business

Interested companies can still register. The focus of the event will be on international volume business as well as retail. This summer, the Trend presentation in Hall 4.0 will also provide valuable guidance for the future of the home textiles industry and highlight its shift towards long-term thinking for a more sustainable industry. In addition, a large number of textile designers from all over the world will be presenting their collections at the Summer Special.

Success in large quantities: Manufacturers and wholesalers from 46 countries

The Summer Special in June 2022 will also be the central date for suppliers with a focus on large-volume orders and will bring them together with wholesalers, exporters, owners of chain stores and other volume-oriented buyers from Europe and overseas:

"We are very pleased with the decision to hold the Heimtextil Summer Special. International face-to-face meetings with visitors and customers this summer – especially with wholesalers and chain stores – are important to showcase our products and strengthen business relationships," says Mário Abreu, Events & Marketing Manager of Elastron Group, Portugal.

Positive development: new trade fairs rules facilitate international participation

The provisions of the Coronavirus Protection Ordinance of the State of Hesse currently allows the participation in trade fairs in Frankfurt with admission for vaccinated, recovered or negatively tested participants. This makes it easier for international exhibitors and buyer groups in particular – for example, from China or from Russia – to participate, as they can do so independently of approved vaccines. This development shows: The use of protective measures at trade events and during business encounters is increasingly being viewed and evaluated as distinct from leisure events.

Heimtextil Conference "Sleep & More"

Consultancy and product offerings for the bedding trade will also be comprehensively highlighted at the Heimtextil Summer Special. The Heimtextil Conference "Sleep & More" will serve as a contact point for representatives of the bedding trade, where they can look forward to a top-class program of lectures, discussion rounds and product presentations.

Heimtextil trends and sustainability

The staging of Heimtextil Trends in hall 4.0 in the summer offers an in-depth insight into the furnishing themes of tomorrow. In this context, sustainability also takes center stage at Heimtextil. Heimtextil Trends 22/23 will highlight how important it is to focus more on the composition of textiles and to encourage companies to think in the long term.

Techtextil & Texprocess

At the same time as the Heimtextil Summer Special, exhibitors will be presenting their products and innovations in the field of technical textiles and the textile processing industry at the leading international trade fairs Techtextil and Texprocess. More than four months before the start, around 1,000 exhibitors have already registered. In addition, numerous joint stand participants and twelve international country pavilions will complement the presentations. In total, registrations from 44 (Techtextil) and 27 countries (Texprocess) promise comprehensive international exchange. For the first time, Techtextil and Texprocess 2022 will offer a digital extension: exhibitors and visitors can thus be found both on-site in Frankfurt and virtually, and can exchange ideas in complementary formats. These new touchpoints include: Matchmaking offers, round tables, chat function, 1-to-1 video calls or digital timetables. Thanks to the parallelism of the three trade fairs,

national and international buyers can for the first time experience global trends and innovations along large parts of the textile value chain bundled in one place.

Heimtextil

International Trade Fair for Home and Contract Textiles

The Heimtextil Summer Special will be held together with Techtexsil and Texprocess from 21 to 24 June 2022.

Press information and images:

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www.heimtextil.messefrankfurt.com

www.heimtextil-trends.com

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736

million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021