

Press

October 2017

Final Report

Heimtextil Russia 2017

International Trade Fair for Home Textiles,

Floor Coverings and Interior Furnishings

20-22 September, 2017

IEC Crocus Expo, Moscow, Russia

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Heimtextil Russia is the main professional platform for home and interior textile business on the Russian market

The leading International companies on digital print have successfully presented their products at Heimtextil Russia 2017

Textile design is another direction, actively developed at Heimtextil Russia

The leading Russian trade fair for professionals of textile business Heimtextil Russia took place from 20 to 22 September 2017 in IEC Crocus Expo, Moscow. The exposition occupied Halls 3 and 4 in Pavilion 1. It presented 247 international exhibitors to 17 873 professional visitors from different parts of Russia. Heimtextil Russia 2017 has confirmed its status of the main business platform for the professionals of textile industry on the Russian market. It is the place where buyers can find top quality collections of home and interior textile from international manufacturers and distributors: bedroom, kitchen and bathroom textiles, window decoration and accessories, furniture upholstery and leather, textile floor coverings, carpets and sun protection systems.

This year Heimtextil Russia took place in Moscow for the 19th time, and it included national pavilions from Germany, China, Turkey, Pakistan and Tajikistan. National pavilion from Tajikistan was a premiere at the trade fair; it featured home textile and luxurious handmade carpets.

The latest collections of home and interior textile were presented by such foreign companies as Brinkhaus (Germany), Irisette (Germany), Hefel Textil (Austria), Safeco (France), Zermatex (Mexico), Kittrich Corporation (USA), Space Co (South Korea), Beta Weaving Factory (Thailand), Kanchi by Shobhna &

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Kunal Mehta (India) and many others. Participation of Gilan Textile Park (Azerbaijan), Sam Rafoat Tekstil (Uzbekistan) and national pavilion from Tajikistan witnesses renaissance of textile industry in Central Asia. The Russian companies participating in the trade fair included Mercury Forge, Eurotex, Eskar, Blinds & Curtain Rods, Teatr Tkaney, M-Tex (featuring York brand), Monolit, DM Textile, La Prima (featuring Curt & Bauer brand) and others. Also this year was remarkable for the large Russian manufacturers, taking part in Heimtextil Russia for the first time: Sima-land, Trekhgornaya manufactura, Belashoff.

Apart from the traditional product groups, Heimtextil Russia 2017 also presented its new specialized areas, that provide a valuable impetus for interior decoration and design:

- Digital Print exposition, which had already been announced as a separate product group of the fair this year. It included such companies as Epson, NISSA Stensart, RussCom-Graphics, Yuan Tai Printing and others.
- Contract textiles with a full range of textile products, specially designed for use in hotels, restaurants and cafes, could be found in the assortment of several Heimtextil Russia exhibitors.
- Wallpaper Bar Pavilion, that features wallpaper and wall coverings.
- Design Laboratory as a separate area for textile designers to present their works and find a manufacturer for their implementation.
- Design Academy, that included lectures, practical workshops and seminars dedicated to textile and interior design. Anne Marie Commandeur from Stijlinstituut Amsterdam was the invited guest of the fringe programme. During the first two days of the fair she made presentations about the Heimtextil Trends 2017/2018, which are considered to be the landmark of international textile industry. And the whole fringe programme attracted a large professional audience of designers and decorators and enabled added value for knowledge exchange.

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Textile design is another direction, actively developed at Heimtextil Russia

Surface design in general and textile design in particular is a young, developing industry on the Russian market. Besides, it is an integral part of textile manufacturing business. That's why it is important to promote and develop this direction in Russia and show its participants how this industry functions. One of the significant parts of the fringe programme was the annual design contest for the best collection of textile prints. Kirill Ovchinnikov became the winner of the contest, and in January 2018 he will take part as an exhibitor in International trade fair Heimtextil in Frankfurt. This contest will allow to take the industry of textile design in Russia to a new level.

Heimtextil Russia 2017 has proved its importance for further growth and development of the Russian professional textile industry. The 20th edition of Heimtextil Russia will take place on September 18-20, 2018 in IEC Crocus Expo, Moscow.

Exhibitor statements

Trekhgornaya manufactura (Russia)

Elena Nuzhdova, Head of Wholesale Department

This is the first time that we participate in Heimtextil Russia. We have a positive impression, everything was very stylish and perfectly organised. Our expectations and goals regarding market expansion and finding new customers have been satisfied, we have managed to make new contracts.

SAFECO (France)

Ekaterina Ovcharova, Director of SAFECO Representative office in Moscow

SAFECO is a French manufactory of interior and furniture fabrics. We have participated in the fair for the first time. We have presented our company on the Russian market and have attracted a lot of new clients. We are very pleased with the fair and its organisation, everything went very well.

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Belashoff (Russia)

Ekaterina Esinova, Marketing Manager

This is the first time that we took part in Heimtextil Russia. We liked the scale and the level of organisation, quality of the audience and the general atmosphere. We held a lot of negotiations and have already started to receive orders. Again, we are very satisfied with the quality of the audience, because about 90% of the contacts were target. The exhibition ground is perfect for such events, as it is spacious, equipped with everything needed, easily reachable. It is very possible that we will take part in the fair next year.

Zermatex (Mexico)

Francisco Azpiri, Director

Zermatex is a Mexican textile company, looking for a new market in Russia. Many companies, online stores have got interested in our products. A lot of distributors and sellers from such Russian cities as Moscow, Saint Petersburg and Ivanovo have visited our booth. I appreciate Heimtextil Russia helping us to stay and participate in the Russian market. We want to take part in the fair next year.

Nissa Stensart (Russia)

Vladlena Savelieva, Marketing Manager

Our company, clients and suppliers are satisfied with Heimtextil Russia 2017. I would like to note that geography of the visitors was quite widespread, there were not only traditional leaders of the industry such as Russia, Belarus, Ukraine, Moldova, Azerbaijan, but also representatives from Europe and Asia. We consider our participation in Heimtextil Russia successful for us and commend its participants for the perfect organization.

Trade Development Authority of Pakistan

Bahtyar Ahmed, Deputy Director

In my view, this show is a fruitful and beneficial one for the Pakistani companies. Many buyers and distributors mostly from Russia have visited all our booths. We have held good negotiations. When I go back to Pakistan, I will recommend that our government should continuously participate in this event. We have achieved our goals, and all our exhibitors are happy. The show is well-organized, and we will surely take part in it next year.

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Sofi De Marco (Russia)

Sergei Ushakov, Head of Sales Department

We are pleased with the organisation of the fair. Visitors really liked our booth. We have participated in Heimtextil Russia for the third time. The fair helps us to expand the geography of our market and to increase turnover of our products.

Space (South Korea)

Flanchess Choi, Captain

We are taking part in Heimtextil Russia because we want to introduce our products to the Russian market and to expand trade relations here in Russia. I would say that our products are not known on the Russian market yet, but Russian people like this kind of production and show interest in our products.

HOBBY TEKSTILE (Russia, Turkey)

Maria Morozova, Head of Sales Department

Being official representatives of the Turkish manufacturer OZANTEKS, we are taking part in Heimtextil Russia not for the first time. This year more visitors were interested in our products. During the first two days there were many representatives of companies from distant regions of Russia. We also have good impressions about the organisation of the fair.

Hefel Textil Gmbh (Austria)

Stephan Hase, International Sales Manager

This is the fifth time that we have participated in Heimtextil Russia. Our main goal is to expand the market in Russia. We have a general impression that this year the fair was more active than in the past. Next year we are also going to take part in it.

Sam Rafoat Textil (Uzbekistan)

Khasan Khamdamov, Manager

This is the first time that Sam Rafoat Textil takes part in Heimtextil Russia. We have positive impressions of the fair, everything is very well organised. The organisers are friendly and responsive, it was a pleasure to work with them.

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Epson (Russia)

Ekaterina Atroshkina, Product Manager (LFP)

We take part in Heimtextil Russia for the fourth time, this year we have the biggest booth. We have got quite positive impressions of the fair. We have managed to achieve our goal, which was not only to show our equipment but also its implementation, because this year many targeted visitors, who know about digital textile printing, have visited our booth. The majority of them are designers and manufacturers of fabrics and ready-made products both from Russia and such "textile" countries, as Pakistan, Turkey, Indonesia, and China. As for the organization of the fair, everything was fine, next year we are going to take part in it again.

Castiglioni (Italy)

Petr Yakovlev, Russian Agent

This is our seventh participation in Heimtextil Russia. We have very good results! The visitors show high interest in our product and are ready to cooperate with us. This trade fair is a good opportunity to announce the company and its product novelties on the Russian market, to meet with partners and get new business contacts.

Information about Messe Frankfurt textile fairs worldwide:

<http://texpertise-network.com>

[Heimtextil Russia in Social Media](#)

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range

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of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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 | www.congressfrankfurt.de | www.festhalle.de