TEXPERTISE
the textile business network
by Messe Frankfurt

More textiles, more perspectives: Texpertise expands its digital platform and connects the industry beyond trade fairs

Frankfurt am Main, 19 November 2026. There's plenty to discover on Texpertise right now. Messe Frankfurt's Textile Business Network combines its global trade fair expertise and market-leading position with a year-round digital platform for the entire textile value chain. Exclusive stories, interviews and videos show how design and material development give rise to new products, and how technologies are transforming industrial manufacturing. Analysis of sourcing and international markets highlights current trends and business opportunities. Textile companies can raise their profile online with targeted placements, including bookable banners, advertorials and company profiles.

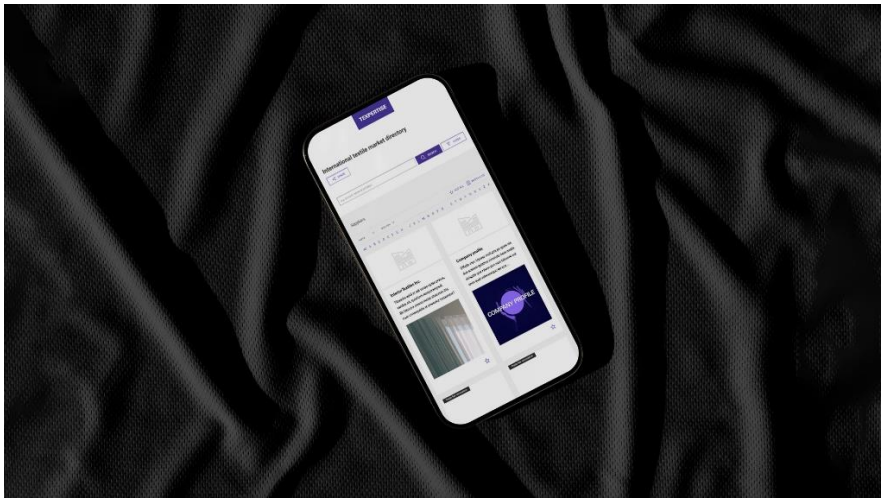
From Interior & Contract Textiles and Apparel Fabrics & Fashion to Technical Textiles & Textile Processing, Texpertise covers the entire world of textiles. As the international market leader with more than 60 textile trade fairs in 15 countries, Messe Frankfurt knows the industry in all its diversity and brings it together worldwide. The digital platform **texpertise-network.com** makes this expertise available beyond the trade fair cycle.

The focus is on original content
Features, interviews and videos showcase leading figures in textiles and the latest innovations. In-demand experts explain how new technical materials, design and production are transforming the industry. They also explore strategies for turning developments in one market segment into opportunities elsewhere along the value chain. The platform works with numerous renowned media partners, whose industry expertise and reach broaden its offering. These include *WTiN*, the research and analysis service for textile materials and technological innovation, *FRAME*, the international publication for interior design, and *Stylepark*, the architecture and design platform from Frankfurt.

"Texpertise represents the strength of our global textile trade fairs and a portfolio that continues to grow. The digital platform extends this quality and international presence beyond the dates of the fairs. It provides a business hub for authoritative content and for companies and pioneers to build their international profiles with us, 365 days a year", says Olaf Schmidt, Vice President Textiles and Textile Technologies at Messe Frankfurt.

More than 60,000 users per month
As a network, Texpertise brings together in-person connections, inspiring industry content and digital reach in the world's most important markets. Online, Texpertise already reaches more than 60,000 users each month. Through its physical presence and bookable banners, advertorials and company profiles, it gives businesses a

comprehensive range of ways to raise their profile in international markets across the value chain – at more than 60 textile trade fairs and online throughout the year.



Texpertise brings the breadth of the textile industry online, with exclusive content, international expertise and year-round visibility for businesses.
Image: Texpertise/Messe Frankfurt

Texpertise platform:
Here you'll find information about the international textile industry and the international textile trade fairs by Messe Frankfurt.
https://texpertise-network.com/

Social Media:
https://www.linkedin.com/showcase/texpertise-network/

Mediakit:
https://texpertisenetwork.messefrankfurt.com/frankfurt/en/advertise.html

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