

Fairs & Exhibitions

DOMOTEX



DOMOTEX 2009 emits positive signal in tough economic climate

The new business year got off to a confident and optimistic start at the four-day DOMOTEX HANNOVER tradeshow for carpets and floor coverings: 'Despite the tough economic climate, DOMOTEX attracted more exhibitors than the comparable previous event, while at the same time experiencing a further increase in the caliber of attending professionals and providing the industry with new ideas through a range of innovative info forums,' commented Stephan Kühne, the member of the Deutsche Messe Managing Board in charge of DOMOTEX.

Although many exhibitors went into this year's show with cautious expectations, there were numerous reports of brisk business activity. The general mood among exhibitors could be summed up as: 'When the going gets tough, the tough get going.' At approximately 38,000, attendance was down - as expected - compared with last year's event, which had been staged under significantly more favorable market conditions.

There was virtually unanimous agreement among the show's 1,394 exhibitors, however, about the high quality of leads generated in Hannover. 'Any crisis also creates a wealth of new opportunities. DOMOTEX 2009 has emitted positive signals in tough times and given the industry valuable guidance for the road ahead,' emphasized Kühne.

According to Hans Joachim Schilgen, President of the German Home Textile Industry Association: 'Our members came to DOMOTEX with realistic expectations. Their ultimately positive verdict was based on the many promising talks held and deals signed. New developments got a lot of attention, and interest in sustainability was on the rise. DOMOTEX has clearly lived up to its reputation as the international marketplace for innovations and new leads.'

Dr. Ali Ipektchi, Chairman of the European Carpet Importers Association (EUCA), commented: 'In good times, trade fairs play an important role. In difficult times, their importance is greater still, since the industry needs a main gathering place at which to compare notes on the challenges ahead. The overall mood at DOMOTEX was positive, despite a measure of uncertainty about the outlook for 2009.' Emphasizing the show's strong international appeal, Kühne remarked: 'With 82 percent of exhibitors and 64 percent of trade visitors coming from abroad,

DOMOTEX has underscored its significance as a beacon for the global flooring industry - even in a time of international economic incertitude. Exhibitors and visitors value DOMOTEX as a sharply focused event where pros meet pros and deals are done.'

Caliber of visiting professionals higher than ever

With a trade visitor ratio of virtually 100 percent, DOMOTEX 2009 was on a par with last year's event. Attendance from the categories of self-employed, managing directors and department heads experienced further growth. With 86 percent of all visitors playing a major role in their companies' purchasing decisions, DOMOTEX 2009 delivered big in yet another category.

In spite of reduced visitor turnout in absolute numbers - largely attributable to the current economic environment, tighter travel budgets and a general cost-cutting trend - the percentage of visitors from abroad was up five percent, for a record 64 percent. Attendance from Eastern Europe and the Americas was particularly strong.

In terms of professional background, attendance was especially high among visitors from the skilled trades and interior decorators and designers. DOMOTEX underscored its reputation as a flagship fair for its sector by delivering on the very priorities identified by visitors as the most important to them: sourcing new products and gathering information on the latest innovations and trends. There was also widespread visitor praise for the strong international profile and comprehensive coverage of the event.



Exhibitors emphasize innovation and creativity

1,394 exhibitors from 71 different nations displayed their latest products and developments in carpets, textile and resilient floor coverings, laminate flooring and parquet flooring. For exhibitors as well as visitors, the main focus was on innovation. In the words of Geert Vanden Bossche, Marketing Director of the Balta Group: 'DOMOTEX 2009 was an excellent trade fair for us.'

Since the key to growing your business is product development, over 60 percent of the products displayed at our stand involved innovations.' Sustainability was also seen as an increasingly important issue among exhibitors: 'At DOMOTEX we can highlight our image and present our full product range - including our commitment to ecologically responsible, environmentally compatible production,' said Richard J. Burkemper, Senior Vice President of Mohawk International.

Special displays and events highlight latest trends

DOMOTEX HANNOVER 2009 once again functioned as a major hub for members of the floorlaying skilled trades. This year's elaborate presentations and special events were specially targeted at parquet and general flooring professionals as well as interior decorators and painters.

The Skilled Trades Forum featured presentations by leading specialists on current practical issues, including state-of-the-art processes and techniques. The Initiative for Safer Working Practices focused on health and safety and issues for floorlaying professionals. In the European Team Floorlaying Competition, teams from seven countries faced off to demonstrate their skill and quickness in floor and parquet laying. The Italian team took first place in this year's competition.

contractworld: networking hub for international architects

Another trendsetting event consisted of Europe's leading architecture forum, contractworld. For the first time this year,

presentations by star architects like David Chipperfield, Matteo Thun and Mario Botta were accompanied by presentations involving other disciplines. Examples included a presentation by urban planning and tourism expert Dr. Felizitas Romeiss-

Stracke in the 'Hotels/Spas/Catering Facilities' category, as well as by Bishop Margot Kässmann, of the Evangelical Lutheran Diocese of Hannover, in the 'Use Conversion' category, on the pros and cons of converting worship areas for alternative uses. The four-day congress was attended by a total of 2,500 architects and interior architects.

The highlight of contractworld consisted of the presentation of the contractworld.awards. Prize money totaling 60,000 euros makes this Europe's most lucrative award architectural award for interior design. A panel of experts judged a record total of 570 projects, including 293 from abroad. This year's winners were from Japan, France and Portugal.

A particular highlight involved the presentation of the world's largest Nain carpet (20 x 20 meters) in Hall 17. Handmade in Iran, the work was knotted in a single piece over a period of six years, and has approximately 490,000 knots per square meter. A total of 2,250 kilograms of wool, 300 kilograms of natural silk and 1,280 kilograms of cotton went into the filigree design.

Highly exportable concept

Many exhibitors rely on tried-and-tested DOMOTEX quality and the organizing expertise of Deutsche Messe to join the latter in expanding internationally. Some of the world's fastest-growing economic regions now have a DOMOTEX show of their own, thus opening a window to some highly attractive markets for carpet and floor covering manufacturers.

The eleventh DOMOTEX asia / Chinafloor - Asia's largest international flooring tradeshow - runs from 24 to 26 March 2009 in Shanghai. The venue is the Shanghai New International Expo Center. The organizers expect to host 1,100 exhibitors on gross display space of 97,750 square meters.

DOMOTEX Middle East, the Gulf region's international tradeshow for carpets and floor coverings, has been rescheduled to run from 17 to 19 May 2009 at the Dubai International Convention and Exhibition Center. The fair had been previously scheduled for 12 to 14 May at Dubai Airport Expo Center. This event is expected to attract 290 exhibitors, presenting their products on gross display space of 14,000 square meters.

The next DOMOTEX HANNOVER will take place from 16 to 19 January 2010, featuring an all-new, parallel trade fair for ceramic tiles entitled 'fliesen/tiles 2010', at the Hannover Exhibition Center.

interstoff. ASIA essential

Interstoff Asia Essential Spring - The Home of Cutting-Edge Textiles

Interstoff Asia Essential Spring 2009 opened from 18 - 20 March at the Hong Kong Exhibition and Convention Centre, showcasing fabrics from nearly 170 international exhibitors from 13 countries and regions including Hong Kong, Italy, Macau, Netherlands, Pakistan, Singapore, Thailand, the UK, the US and with featured pavilions from Amazing Taiwan, Premium Korea, Fine Japan and Elite China. In addition to speciality themed pavilions, nearly 35 exhibitors were showcasing their certified eco-friendly processed materials and were given a transparent eco leaf for easy identification. Suppliers who were confirmed under Control Union Certification include Foshan East Asia, SFT Inc and Yuen Hing Cotton. This season's show also hosted a number of value added programmes that explored relevant issues affecting today's textile industry, including eco-related themes, reaffirming the fair's importance on the textile industry's trade event calendar.

Spring edition offered visitors a menu of value added programmes

"Trade shows are the most cost effective means for sourcing textiles, and as the economy continues to dwindle, Interstoff Asia Essential Spring has become a key platform for trade buyers, to not only source innovative fabrics but to learn more about the supply chain process" said Ms Wendy Wen, Director of Trade Fairs for Messe Frankfurt (HK) Ltd. "We have worked hard this year to gather some of the world's leading industry experts, designers and manufacturers who offered their insight, adding value to both exhibitors and visitors experience who attended this season's event."

One of the highlights this year includes an exclusive opportunity to receive professional design and consultant services from

some of Hong Kong's leading fashion designers at the Designer's Corner, including Barney Cheng, Bonita Cheung, Wines Chan, Meiyi Cheung, Michael Lau and Lucy Shih. Organised in co-operation with the Hong Kong Fashion Designer's Association, a non-profit and self-financed organisation since 1982, the Designer's Corner will provide a competitive edge in supplying expert industry advice for brands and manufacturers at the fair.

Other highlights at the Spring 2009 edition include

- ❖ Eco Textile Asia Panel Discussion, as co-organised with Ecotextile News, focusing on retail industry and supply chain.
- ❖ Trends Seminar highlighting the 2010 Spring / Summer forecasts.
- ❖ Technology Seminars jointly organised with the Hong Kong Research Institute of Textiles and Apparel (HKRITA).
- ❖ Improved Eco Labelling system.

Equally as important was the opportunity for attendees to meet with VIP buyers from around the globe at the fair's tailor-made business matching services. Return buyer, Mr. Andy Lee, Fabric Manger for Next Sourcing Retail Hong Kong, attends Interstoff Asia Essential for its convenient location and timing. "The Interstoff fair is a great platform for us to source the hottest fabrics, get the latest seasonal trends and more importantly maintain our supplier relationships," praised Mr. Lee.

Also attending the fair will be invited buyer delegations representing countries and regions, including China, Bangladesh, Indonesia, Russia, Thailand and Vietnam. Interstoff Asia Essential Spring edition is organised by Messe Frankfurt (HK) Ltd.

For further details, please visit www.interstoff-asia.com.



ITM 2009 will be a medium to trigger the world textile industry

Count-down has started for ITM 2009, regarded as a start of stabilization of the stagnation and fluctuation in the world textile industry. ITM 2009 International Textile Machinery Exhibition to be held on 6-10 June 2009 at Beylikduzu Tuyap Fair, Convention and Congress Centre in Istanbul, Turkey is organized with the cooperation of Teknik Ltd. and Tuyap.



2009 is interpreted as a starting point for investments in the textile industry. Turkish Textile Manufacturers, who have postponed their investment plans, are supposed to finalize their decisions after observing the latest technologies at ITM 2009. Turkish Textile Manufacturers ranked as the Top 1 country to

have imported textile machinery in the world in the last 10 years, are excited for ITM 2009.

Middle East investors, who have started to increase their investment volumes in the recent years, will be at ITM 2009 in order to direct their investment plans as well. Middle East countries, who continued to invest even under the recession period, will be present at ITM 2009 as they were not able to visit industrial shows in Europe and Far East.

Hosiery Machinery at ITM 2009

ITM 2009, which is the sole textile machinery exhibition of its kind in the region will host all kinds of textile machinery technologies. The cooperation of Teknik Ltd and Tuyap also included the integration of other textile exhibitions. The International Knitting, Embroidery, Hosiery Machineries, Spare parts and Accessories Exhibition will be under the roof of ITM 2009. Consequently, for the first time hosiery machineries will be exhibited at ITM.

ITM 2009 will brighten the textile industry

ITM 2009 is of great importance for the industry in order to observe the recent situation as the world is undergoing a global economic recession and the world textile industry is experiencing a change. It is predicted that the global recession which has started in September 2007 will end in the first half of 2009. In that sense ITM

The Meeting Venue of The World Textile Manufacturers: ITM Exhibitions

ITM 2006, which was held on 27 June-02 July 2006, was organized with the participation of 1.200 exhibitors and followed by over 70.000 visitors. ITM 2004, which was held on 01-06 June 2006, was organized with the participation of 880 exhibitors and followed by over 60.000 visitors.

intertextile
BEIJING apparel fabrics

Over 1100 textile industry suppliers confirmed for Intertextile Beijing Apparel Fabrics event

Intertextile Beijing Apparel Fabrics, will be held from 29 – 31 March 2009 at the China International Exhibition Centre, will showcase the latest textiles from around the world on 48,000 sqm of exhibition space.

The event has confirmed 1100 exhibitors from 14 countries and regions including an informative seminar programme and three trend forums. Some of the new and leading suppliers already confirmed include Anteprema from Italy, Yunsa from Turkey, HFW and Moxon from the UK, and Nitto Button from Japan.

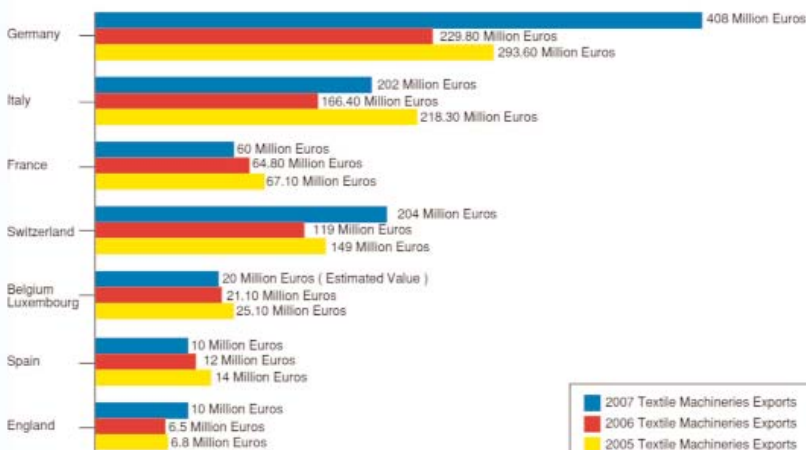
Visitors and suppliers at the show can also benefit from a range of seminars on topics led by international industry heavyweights who will be exploring featured themes on apparel and colour trends, technology, sustainability and industry news including legal issues surrounding copyright and trade.

Joining the seminar panel of experts will be:

- ❖ Ms. Laurie Pressman, Vice President for Fashion, Home & Interiors, speaking on Colour Trends for Spring/Summer 2010
- ❖ Ms. Do-Young, Yeon, a representative for C&T Union, discussing the Spring/Summer 2010 colour focus and global fabric trends
- ❖ Mr. Guo Ping Feng, General Manager for China National Textile & Apparel Council (CNTEX), reviewing foreign fabric trade from 2008 and prospects for 2009
- ❖ Ms. Sherry Wu, Executive Account Manager for Cotton Incorporated Shanghai Office, discussing US consumer trends
- ❖ Mr. David W. Cheng, Managing Partner for Ge Cheng & Co., Ltd / IP Attorney, offering the latest intellectual property rights

To add value to this year's event, three special trend forums will also take place in tandem with the fair. Most notably, Interstoff Asia Directions trend forum where attendees will learn about designs and manufacturing processes in line with the coming fashion season. This year's forum will be located in hall 5.

EUROPEAN COUNTRIES EXPORTING TEXTILE MACHINERY TO TURKEY



Equally as important is the Fabrics China trend forum, that is divided into two forums and focuses on the hottest Spring / Summer 2010 textile trends in China for both menswear (hall 1A) and ladieswear (hall 8B).

For detailed information and itinerary on fair forums and seminars, please visit www.intertextile.com.

Intertextile Beijing runs alongside Yarn Expo Spring 2009, a sourcing event in Beijing for apparel textile fibres and yarns, which will be held at the China World Trade Centre and connected by free shuttle bus. Intertextile Beijing is organised by Messe Frankfurt (HK) Ltd, The Sub-Council of Textile Industry, CCPIT and China Textile Information Centre.



Advanced Textiles 09: Second edition of European-US Networking

Event will take place April 2-3, 2009 in Brussels, Belgium

- ❖ "No innovation without creative destruction – get connected to the future!"
- ❖ A large number of associations guaranteed again their support for 2009.

Building on the success of the first edition of Advanced Textiles in June 2008, and the endorsement of the international audience, **Industrial Fabrics Association International (IFAI)** and **IHOFFMANN** announce a second conference to be held 2-3 April 2009 in Brussels, Belgium.

As the headquarters of the European Union, NATO, various stakeholder institutions and international large-scale enterprises, Brussels combines business, politics and cultural tradition and offers a pleasant meeting platform to invite European and US chief executives to discuss challenges and bottlenecks of technical textiles innovation in the next five to ten years. The venue of the conference will be the contemporary Hotel Bloom, a truly modern conference facility in central Brussels.

Stephen M. Warner, president of Industrial Fabrics Association International: "As I promised last June, we took up the suggestion from our participating audience and the supporting associations to hold the Advanced Textiles conference on a regular basis and to develop it further. We have a promising roadmap for 2009. Especially in these difficult world economic times, we want to back our industry by offering this innovative communication platform to foster bilateral business cooperation and valuable knowledge exchange."

The Germany based agency IHOFFMANN, specialized in technical textiles and building up strategic alliances has been assigned again to develop the concept and manage the conference. Dr. Isa Hofmann, CEO IHOFFMANN: "The concept is to provide decision makers in the complex value chain of technical textiles the occasion to meet on a professional platform, getting inspiration from user-oriented management lectures and combine the study of new technology challenges and applications with face to face contacts and networking opportunities in a pleasant environment.

In these periods overshadowed by the anxiety of financial debacles it is even more important to bank on the power of cross-sector innovation that is setting the pace towards more competitiveness, growth and prosperity." The conference will start with a future oriented innovation session that zooms in on the challenges and bottlenecks of launching smart textiles on the market. Successful and experienced industry and research experts introduce the audience to new and currently approved technologies for various applications in that field ready for an interdisciplinary transfer to other areas. On Friday, April 3 the conference covers 5 theme sessions:

1. Medical and biomedical applications.
2. Textile membranes and architecture.
3. Safety and protective textiles.
4. Transportation and logistics.
5. Technology solutions and textile surfaces.

AT 09 welcomes industry speakers from 7 European countries and the US.

The premiere of IFAI's Advanced Textiles '08 took place in the cultural hub of Berlin, Germany, 12-13 June 2008, and gathered a US-European business forum of 100 attendees from 14 countries. The conference was conceived as a US-European entrepreneur networking event to foster bilateral and cross-sectoral cooperation, strategic partnerships and innovation projects and was supposed to create new business opportunities.

Based on the success of that event the Advanced Textiles '09 will again be geared to provide a networking platform for industry representatives from the various application areas of technical textiles from clothing and home fashion to medical, automotive, protective via the application in architecture.

According to Hartwig Birszwilks, Director Sales and Marketing Julius Heywinkel GmbH, Germany, who was a speaker at this year's conference: „ I was impressed by the cross-sectoral audience

coming from various application areas of technical textiles and the tremendous interest in our double wall fabrics. It was an extremely interesting symposium for those who belong to the community of technical textiles."

Qaizar Hassonjee, Chief Development & Commercial officer, Textronics Inc., speaker in session 5: "I very much acclaim the initiative of IFAI and IHOFFMANN to create this US-European Networking Conference. During the two days in Berlin I got a broad overview of the initiatives in technical textiles and also had promising talks and contacts that were further developed since the conference. These discussions will help us enhance our ability to bring new products with e-textile technologies to the market."

Dr. David Raitt, Senior technology transfer officer, ESA - European Space Agency's Technology Transfer and Promotion Office, also speaker in session 5: "ESA's Technology

Transfer Programme has funded developments of several interesting textile-related projects in the past - creating prototypes which ended in various space technologies and materials. The IFAI conference was extremely useful in that it enabled us to discuss space technologies and how they could be used in the advanced textile area, as well as drawing our attention to new materials and advances that could be of potential benefit for space applications. The cross-fertilization of ideas and the mix of companies and subsequent interaction with experts from different fields is extremely beneficial."

For Advanced Textiles '09, IFAI will partner with Brussels-based Fedustria, the Belgian association for the textile, wood and furniture industries. Several other associations and government institutions already confirmed their willingness to actively support once more the second edition of this conference. Among them are:

- ❖ IVGT, the German association for technical textiles,
- ❖ ITMF, the International Textile Manufacturers Federation,
- ❖ US Department of Commerce
- ❖ Clubtex, the French Association for the Promotion of Technical Textiles
- ❖ UIT, Union des Industries Textiles, the French Association of Textile Industries
- ❖ ACIMIT, the Italian Association for Textile Machinery
- ❖ r2ith, the French Network of Innovation for Textiles and Apparel. ♦