

Press Release:
Ismaning, June 4th, 2020

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



It's official: The next PERFORMANCE DAYS will in fact take place this year

Fair dates in sight: 09-10 December, 2020

Since last week, the green light has been given again for trade fairs in Bavaria which will take place from September 2020 onwards. This means that PERFORMANCE DAYS can once again take place at the Messe Muenchen. To ensure that the next fair meets the health, legal, safety and quality requirements, the trade fair organisers have reached their decision after consultation with all interest groups involved: The date has now been switched from 28-29 October to 09-10 December 2020. Parallel to the countdown to the physical fair, further digital tools will be created for the fair public.

It has felt as if the whole world has been standing still, but now the ball is starting to roll, not only for the economy, but also for the world of trade fairs. The Bavarian government has decided that trade fairs may again go ahead in Bavaria as of 1st of September. Of course, this will only happen under strict conditions and on the premise that the virus continues its decline. To this end, the Bavarian Ministry of Health will devise the required hygiene concept along with trade fair authorities.

Physical PERFORMANCE DAYS fair a key necessity

In the close exchange with exhibitors and fair visitors, the trade fair team have become aware of how much both parties have been missing personal contact with suppliers, access to the latest developments in accessories and fabrics, and the opportunity to experience the materials with all their senses - in particular the opportunity to view and touch them. The operative team also sought dialogue to clarify via surveys whether a physical trade fair would take place, and which would be the favoured dates.

Sourcing materials safely in every respect

From her talks with attendees, Lena Weimer, Senior Marketing Manager, is aware that not only the development of fabrics and ingredients from manufacturers are off schedule. "Visitors to the fair report that, as expected, there was an overall drop in sales. Consequently, stationary traders have less in-store and warehouse space for additional products. Additionally, buyers, designers and product developers were unable to work as they usually did." Restructuring the daily working routine, timelines, and oneself, takes time. So the December deadline allows us all to reposition ourselves, and is helpful, if not necessary.

Lisa Lechner and Theresia Brandl from Project Management sum up the voices of exhibitors: "The vast majority of exhibitors have already registered for the next fair. Currently, travel options are still very limited. International flights in particular will be affected, with some not available again until autumn. Taking such prevailing circumstances into account, exhibitors have been pleading for a date in early December." The December date also allows more time for the Ministry of Health to fine tune their security concept, so that it can be implemented in the best possible way at the exhibition grounds to ensure that the quantity and quality of the trade fair exhibits are as brilliant as ever.

Press Release:

Ismaning, June 4th, 2020

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



PERFORMANCE DAYS analogue und digital

“The date for the next personal industry meeting is hereby set for 09-10 December”, explains General Manager, Marco Weichert, “and we are delighted to be able to welcome everyone back again. Behind the scenes, both the planning for the analogue fair in Munich and the planning of further digital solutions for before, after and during the fair are taking place.“ The industry can therefore look forward to the further development of the “Digital Fair” and also to more information on trends & innovations even before the fair officially kicks off. In order not to miss out on anything, it is recommended to reserve a free ticket, which in addition to admission to the trade fair, ensures that all updates are delivered conveniently to the (home) office per newsletter.

Press Release:
Ismaning, June 4th, 2020

PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



About PERFORMANCE DAYS

PERFORMANCE DAYS “functional fabric fair” was founded in 2008 as the first and only event specifically for functional textiles for sportswear and workwear. The goal of the biannual fair is to provide top-class and innovative textile manufacturers, suppliers and service providers with the opportunity to present functional fabrics, membranes, as well as coatings, laminates, paddings, finishes and accessories such as yarns, tapes, prints, buttons and zippers.

Industry visitors to the fair - designers, product managers, buyers and decision makers from almost all European sportswear and functional apparel manufacturers (examples online at: [Visiting Brands](#)) - will find the complete portfolio of high-quality materials at exactly the right time in April/May and October/November. Thanks to the specialisation in functional textiles, the timing is according early and optimally chosen for summer and winter sports collections. The current list of exhibitors is available online under “[Exhibitor List](#)” along with trade fair catalogues of previous events under “[Catalogs](#)”.

The relaxed and focused working atmosphere distinguishes the functional fabric fair from other, often unclear and stressful fairs. This too contributes to making the Munich trade fair, in the heart of the European sportswear industry, the top address for new fabrics, innovations and industry meeting point for business relations.

The unique [PERFORMANCE FORUM](#) at PERFORMANCE DAYS provides the visitor with an inspiring and knowledgeable overview of new materials, trends and innovations from the various exhibitors. The prestigious [\(ECO\) PERFORMANCE AWARD](#) is also presented here.

Top-quality [Expert Talks](#), [Workshops](#), [Guided Tours](#) round off the information on offer. All talks are also available online subsequent to the fair - see “[Expert Talk Archive](#)”.

Admission to the fair and the programme are free of charge for trade fair visitors.
More information and registration at: www.performancedays.com

About the Functional Fabric Fair powered by PERFORMANCE DAYS

Since 2018, in cooperation with [Reed Exhibitions](#), the functional textile fair has been taking place in the USA as the “[Functional Fabric Fair powered by PERFORMANCE DAYS](#)”. At the Javits Center in New York and the Oregon Convention Center in Portland, the sourcing fair presents the latest trends in the functional textile industry in line with the event in Munich, and is the platform in the USA for the sourcing of functional fabrics and accessories. The event includes exhibitions, workshops, talks from industry experts and a programme for professional networking and connecting of producers and purchasers.

Here are the dates of the events according to the current status:

- 18-19 November 2020 Portland, OR, US
- 09-10 December 2020 Munich, Germany
- 25-26 January 2021 New York City, US