



Final Report: Significant growth in all areas: More exhibitors, more visitors, and even more top-quality

The trade fair just ended and the twelfth edition of PERFORMANCE DAYS concluded with a clear "plus" - once again. Not only did more international visitors travel to Munich, even the number of exhibitors set a new top record. "Top" is also the word for the brand names represented in Munich. Nearly every major company from the functional fabrics industry was represented in the five completely sold out exhibition halls!

The most recent edition in the Munich MTC trade fair confirmed the long lasting and uninterrupted growth trends of PERFORMANCE DAYS again. The five halls were completely reserved for 108 exhibitors from 17 countries and nearly 1000 industry professionals were able to focus on all the major innovations from the world of functional fabrics and accessories. This high performance rate can be found nowhere else this early! PERFORMANCE DAYS introduced the trends for Summer 2016 and, in parallel, displayed updates for the Winter 2015/16 collections.

The trend highlights for both seasons were presented at the popular PERFORMANCE FORUM, where 24 fabrics are displayed on nine tables, arranged in order-relevant product categories. The PERFORMANCE FORUM jury selects the items on display from nearly 600 entries, which are submitted by the exhibitors in advance - and, this figure is also a new record and clearly underlines the importance and relevance of the PERFORMANCE FORUM.

The organizer's commitment was rewarded with top marks in customer satisfaction: More than 90% of the exhibitors reported that their "trade fair objectives," i.e., renewing old contacts and making new ones, were satisfied and awarded the grade 7.37 (out of 10). Professional visitors also reported that they were highly satisfied. They graded the trade fair with a 7.54 (out of 10) - furthermore, 87% rated the trade fair as a complete success.

*Source: PERFORMANCE DAYS functional fabric fair
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