

textile network

06/11/2017 – Performance Days

Big news for the 10-year anniversary

By Iris Schlomski

Performance Days reaches new heights: Messe München as new fairgrounds



The Performance Days Team (from left to right): Lena Weimer, Marco Weichert, Lisa Lechner and Stefanie Sacherow © Performance Days



Performance Days - fair impressions © Performance Days

Just in time for the 10-year anniversary and the 20th edition of Performance Days, the event is moving to a new venue: The schedule as of November 2018 places the functional fabric

fair in the halls on the München Messe fairgrounds in Munich-Riem. For the debut, this will likely be Hall C1, with easy access via the north-west entrance from the west parking garage.

A lot has happened since the first edition of the event, which began as a roadshow in 2008 with stops at Aschheim, Verona, and Stockholm. At that time, 33 exhibitors from 10 countries were present in the Munich suburb called Aschheim; now, in November 2017, there are 177 suppliers from 23 countries preparing to welcome visitors to the current location in the Munich MTC world of fashion. The continuous increase in the number of exhibitors and visitors each season indicates the importance of this event within the industry.

Marco Weichert, founder and General Manager of Performance Days: "To the extent the trade fair has become more and more professional, we owe it to our exhibitors and visitors to take the next step and make the exhibition space itself even more professional. The reputation and the optimal infrastructure of the Messe München Fairgrounds are a win for all, exhibitor and visitor alike."

Optimal infrastructure and many advantages at the new fairgrounds

As a modern expo fairground, Munich provides a large number of parking places, very good connections to public transport (U2 'Messe West'), and plenty of hotels in the area. The high standards and better lighting in the halls, in addition to the strong WLAN service provides a more comfortable working atmosphere for both visitors and exhibitors. More importantly, the relocation brings with it a fresh wind for attractive exhibit walls and modern exhibit stands.

Lisa Lechner, project manager and contact person for the exhibitors summed it up with these words: "In November 2017, we have already reached a total area of 7,000sqm, although that is on two separate floors. In the future, all exhibitor stands will once again be on the first floor and closer to the action. The shorter distances are an absolute advantage, giving visitors more time for meaningful discussions."

Proven services to remain in place

In terms of stand assignment and design, Hall C1 with its 10,000sqm exhibit area provides exhibitors more than enough space to present themselves in the best possible way and fair organizers room to provide proven and appreciated services. Lena Weimer, marketing manager with a direct connection to the visitors explains: "The Performance Forum, still the heart of the expo and a major venue for the procurement activities, will be preserved as well as the events program so popular with visitors. The lectures, workshops, and guided tours of the fair will obviously continue as a service provided by the fair and, as before, will be free of charge – by the way, the same applies to the visitors' entry tickets to the fair. We have plans to improve the quality of the services even more at the new location."

Stefanie Sacherow, fair organizer and senior project manager is confident: "Performance Days will continue to be true to its DNA. The fair is and will remain the number one address for the sourcing of functional fabrics and accessories. Our primary aim has never been to explicitly generate exhibitor growth. The continuous expansion of the trade fair is more likely the logical outcome of our high quality offer: Our unique service, the personal contacts

with suppliers and buyers, will all continue in the future. The special feeling that this trade fair evokes is something that we will actively pursue in the future as well. Today, we are extremely pleased to have climbed to the summit of the German expo landscape and look forward to new horizons and an inspiring view of the future."

Performance Days 2017

The upcoming trade fair is scheduled for November 8-9th, 2017 at MTC Munich. All the latest trends for Winter 2019/20, the FOCUS TOPIC "Thermal Technologies - from fibre to smart textiles" plus novelties and the coveted awards will be waiting for you.

Performance Days 2018

April 18-19th, 2018 at MTC for collections tasks: Kick-Off Summer 2020 + Update Winter 2019/20

November 28-29th, 2018 at the Messe München Fairgrounds in Munich-Riem for collections tasks: Kick-Off Winter 2020/21 + Update Summer 2020 Collections