

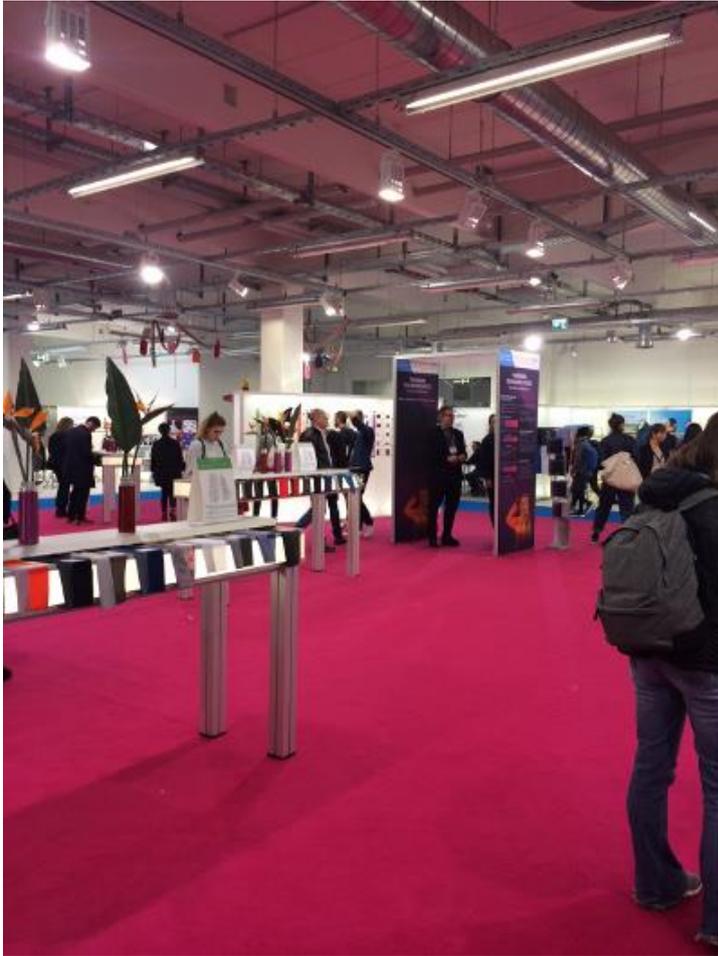
## **Performance Days has big news for the 10-year anniversary**



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**PERFORMANCE DAYS reaches new heights: Messe München as new fairgrounds**

**Just in time for the 10-year anniversary and the 20th edition of PERFORMANCE DAYS – the top address for functional fabrics – 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.**



True innovations are the specialty of PERFORMANCE DAYS. The well-respected functional fabrics trade fair has a reputation for always showing the newest fabrics and materials for sport, outdoor, workwear and sport fashion like “Athleisure”. Now there is a reason to announce an innovation that involves the event itself:

Next year, the fair will open its doors on November 28-29th, 2018 and celebrate not only the 20th edition of PERFORMANCE DAYS, but also its 10-year anniversary and the first time for the event to be hosted at the new location: the Messe München Fairgrounds. In the future, one of the exhibit halls on the fairgrounds in Munich-Riem will be prepared twice a year to exhibit functional fabrics. For the debut, this will likely be Hall C1, with easy access via the north-west entrance from the west parking garage.

### **The exhibit halls expand with the success of PERFORMANCE DAYS**

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. In fact, it is now considered THE event when it comes to the sourcing of functional fabrics and accessories. The future move is a logical and necessary step considering the trade

show currently occupies two levels and approximately 7,000sqm and has exhausted the full potential of the MTC.

Marco Weichert, founder and General Manager of PERFORMANCE DAYS is thrilled: *“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. In other words, THE trade fair for fabric sourcing is meeting THE venue for trade fairs in Munich. The move will benefit the entire PERFORMANCE DAYS family! The reputation and the optimal infrastructure of the Messe München Fairgrounds are a win for all, exhibitor and visitor alike.”*

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