



Performance Days set for bigger venue

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MUNICH - The November edition of Performance Days - the trade fair for functional fabrics and sport accessories - attracted a record number of trade visitors and exhibitors, which organisers say confirms the show's rising importance as a platform for innovation within the industry. Ratings are said to

have exceeded expectations in all areas, with the organisers noting a healthy rise on the corresponding figures from last year. The show is now set for one last hurrah at the MTC World of Fashion convention centre in Munich, Germany, before moving on to a larger venue after the April 2018 edition.

The growth in attendance to over 2000 trade visitors corresponds to a 7.1 per cent increase on last year's visitor numbers, while the show's organisers also note, in comparison to 2016, the number of exhibitors was also greater for the autumn 2017 edition; registering a 9.9 percent increase.



A total of 177 exhibitors from 23 countries boosted numbers to a capacity attendance in the halls of the MTC, which will host the April 2018 edition (the 20th staging of the show) before the show moves on one of the large halls (C1) at the Exhibition Grounds in Munich-Riem, which then host the biannual show a year for the foreseeable future. (The debut edition at the new location, to be held 28-29, November 2018.)

Prior to the move from the MTC, there will be a 'farewell event' on April 18-19th, 2018.

This edition of the show will feature latest trends to 'Kick-Off Summer 2020' and 'Update Winter 2019/20'. The fair will offer several unique tools such a specially themed 'Focus Topic' on innovation, a forum for open discussion and collaboration; as well as the 'Performance days Awards', and a comprehensive presentation and workshop program, which also features guided tours.

Stefanie Sacherow, fair organiser and senior project manager, is confident the trade show will thrive in its new surroundings. She said: "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."

Web: www.performancedays.com