



Performance Days

Compliments from visitors and exhibitors for this unique trade fair: **PERFORMANCE DAYS** celebrates 10-year anniversary

From the first “family-style” trade fair in the festival hall in Aschheim with 30 exhibitors to the scheduled relocation this year to the halls of the Messe München – **PERFORMANCE DAYS**, the trade fair for functional fabrics and accessories, has made incredible leaps in the first ten years. Exhibitors and visitors emphasize the many special service offers.

PERFORMANCE DAYS is a fast growing trade fair, setting new records every season for exhibitors and visitors. So naturally, it only makes sense, that over the past ten years several changes in venue were necessary. The latest coups: The trade fair moves to the halls of the Messe München for the November 2018 edition and journeys across the big pond – for a new launch on the Hudson River with a view of the Statue of Liberty! For the first time, in July 2018 the trade fair takes place in New York – specifically, at the Javits Center, which is also hosting the New York Market Week at the same time. Traveling is nothing new to **PERFORMANCE DAYS**. Back in 2008-2009, the trade fair toured between Stockholm, Verona, and Munich – well-known places for ordering functional fabrics. From the beginning, this unbelievable commitment, which continues uninterrupted to this day, has been appreciated by exhibitors and visitors alike. In 2010-2011, the fair was held in Annecy, France and at its present location in Europe: Munich. Now, the new venue of New York in America has been added.

Personal atmosphere, competent choices, important work platform:

Sven Köhler, Head of Production at Maloja remembers: *“PERFORMANCE DAYS convinced from the very first trade show with the close, familiar atmosphere and the incredible commitment. Whether at a facility festival hall in Aschheim or the ski jump hall in Stockholm, the early venues were not really designed to host such fairs, nevertheless, the fairs were always successful and acknowledged as a highlight for the industry. Also, as the exhibitors were housed in the same hotel, they were able to have*

interesting conversations during the evenings. PERFORMANCE DAYS always provides a personal atmosphere and an outstanding work platform.

” For Regina Goller, Head of Material Management at Odlo, so much is certain: “PERFORMANCE DAYS has been one of the most important fairs for me right from the start. It brings together the most important manufacturers of functional fabrics. The PERFORMANCE FORUM provides an outstanding overview of the trends and the award-winning fabrics are very informative. And, you meet many interesting people – even over a beer at the end of the day, where I have had many good discussions and established good contacts. I really value the focused work environment and the professional competence at this trade fair.”

High marks for trend information and PERFORMANCE FORUM: Competence is the key word often heard when visitors respond after being asked about their impressions of the trade fair. Many appreciate the complete and well prepared trend data, whether through the PERFORMANCE FORUM, the presentations, workshops, or guided tours. In addition, the fact that the materials of the PERFORMANCE FORUM and the winners of the (ECO) PERFORMANCE AWARDS are independently chosen by a jury is also especially well received. Sven Köhler from Maloja puts it like this: *“What makes the Forum at PERFORMANCE DAYS so special is the fact that the exhibitors put no money down to get a spot at the table and the chance to win or get selected for an Award. It counts: The product must convince! So regardless of the size or the liquidity of the company, only the really innovative fabrics are highlighted.”*

Many advantages for exhibitors, too:

Teka Wang, experienced organizer representing TTF (Taiwan Textile Federation) emphasizes the trade fair’s advantages for the exhibitor: *“PERFORMANCE DAYS is truly a major international fair and exceptionally well suited for making contacts to potential markets and customers. The focus on outdoors and sports is particularly appreciated by our Taiwanese exhibitors, who produce highly functional fabrics. Furthermore, we appreciate the top organizational services in terms of stand design and advertising. We believe all exhibitors and visitors benefit from the great atmosphere at the fair. In other words, PERFORMANCE DAYS is the platform for win-win situations.*

” You won’t want to miss this important trade fair in the world of functional textiles: Save the following calendar dates for 2018:

- PERFORMANCE DAYS (KickOff Summer 2020) on April 18-19th, 2018 – last time at MTC, Taunusstraße 45, Munich
- FUNCTIONAL FABRIC FAIR powered by PERFORMANCE DAYS on July 23-24th, 2018 at the Javits Center, New York, USA
- PERFORMANCE DAYS (KickOff Winter 2020/21) on November 28-29th, 2018 – first time at the Messe München in Munich-Riem

About PERFORMANCE DAYS

PERFORMANCE DAYS — The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair – the sports fashion designers, product managers, and decision-makers (see online: Visitor List) represent almost every European active clothing and

functional wear manufacturer – can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at Catalogs as well as a listing of current exhibitors at Exhibitor List).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique PERFORMANCE FORUM of PERFORMANCE DAYS, the visitor receives an inspiring and well-grounded overview of the new materials, trends, and innovations of the exhibitors. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD are also presented here.

Qualified guest speakers present special topics and their collaborative ventures in guided tours, workshops and presentations to complete the range of information provided at PERFORMANCE DAYS within the Program (see after the fair online in the Presentation Library).

No entry fee and free admission to all events for industry visitors.

Detailed information and advanced registration online at: www.performancedays.com