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## **PERFORMANCE DAYS concludes with new records**

Fit for the move to the new exhibition halls and the grand opening in New York

**The anniversary edition of PERFORMANCE DAYS broke all previous records. The trade fair just recently concluded celebrates its tenth anniversary this year and records a significant increase in the number of visitors as well as in the levels of exhibitor and visitor satisfaction.**

The history of **PERFORMANCE DAYS** is a success story – 10 years of constant growth and development with twenty trade fair editions, each with more visitors and more exhibitors, as once again demonstrated in the April 2018 edition!

**More visitors than ever before:** A significant increase in the number of visitors was observed. Specifically, compared to the previous year, 22% more visitors made the trip to Munich's MTC. At the same time, the ratio of international visitors increased. This is a strong testimony to the successful concept behind the trade fair and its attractiveness to both visitor and exhibitor. Thanks to diverse activities like mailings, Facebook, LinkedIn, and Instagram participants are regularly kept informed about the program topics and innovations at the trade fair.

**Program highly popular:** The visitors, in particular, appreciate the comprehensive information and the framework agenda. Both days feature expert lectures, guided tours, and workshops on various topics– in addition to the semi-annual **FOCUS TOPIC**, especially trends in fibres, fabrics, and colors play an important part. These trends are presented in the

**PERFORMANCE FORUM**, which enjoys an ever-growing popularity. Exhibitors submit new materials that are reviewed and edited by an independent jury to select the best and most interesting for display. Visitors can be sure that only real innovations are presented here. Along with these innovations, the so called “**Marketplace**” was newly launched where stock fabrics without lead time in small quantity is available.



**FOCUS TOPIC – Always up-to-date:** Visitors anxiously await the announcement of the **FOCUS TOPIC** because it is always a measure of the pulse of the times. Twice a year, the trade fair organization decides the new topic after extensive observation of the market. The information exhibited at the **PERFORMANCE GATE** is carefully researched by the fair in cooperation with journalists, experts, and institutes.

**Top ratings for satisfaction:** The strong commitment on the part of the trade fair is acknowledged by all trade fair participants as confirmed by the visitor survey just concluded: The **visitor satisfaction** increased from 79% of the previous fair to 87% in April 2018!

The exhibitors also reported high levels of satisfaction. Most of the exhibitors are loyal, long term, returning exhibitors who have already registered for the fair in November 2018 – the first edition to be held in the halls of Messe München. On the occasion of the anniversary year, the most loyal exhibitors were awarded a “**Certificate of Honor**” as a sign of appreciation. The awarded companies include Long Advance, Pantera, Polygiene, Pontetorto, and Tamurakoma, which have all participated in every **PERFORMANCE DAYS** to date.

**Award for outstanding engagement to the environment:** Another highlight is the presentation of the completely independent **ECO PERFORMANCE AWARD**. The winner of this edition’s coveted award, **A. Sampaio**, uses **Sequal**, a recycled fibre in its award winning fabrics. Recycled polyester is nowadays an usual material, but these PES fibres are produced from a particularly difficult waste source– plastic that drifts or even sinks in the seas. A fleet of about 400 fishing boats collects trash from the Mediterranean Sea with drift nets. The “catch” is sorted daily and moved to the appropriate recovery points, so not only plastic, but also glass, metals and other valuable materials that do not belong in the world’s oceans is re-captured.

**Big plans in 2018:** The successful anniversary edition does not mean stagnation for **PERFORMANCE DAYS** – other great events are shaping the future: The November 2018 edition occupies the new fairground Messe München. And, the fair is making the big leap across the big pond! In July 2018, the first “Functional Fabric Fair powered by **PERFORMANCE**

DAYS” event will take place in New York – specifically in the Javits Center, where the “Market Week” happens at the same time.

You won’t want to miss these important PERFORMANCE DAYS events in the second half of this anniversary year: Save the following calendar dates for 2018:

•**Functional Fabric Fair powered by PERFORMANCE DAYS (Summer Collection 2020) on July 23rd-24th 2018 in the Javits Center, New York, USA**

•**PERFORMANCE DAYS (Winter Collection 2020/21) on November 28-29th 2018 – first time at the Messe München in Munich-Riem**

For more detailed information, visit us online at [www.performancedays.com](http://www.performancedays.com), the exhibitor list is online and visitor registration is in progress.

**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](http://www.performancedays.com)**