

13/12/2018 – Performance Days — [auf Deutsch lesen](#)

Visitors exceed all expectations

By Iris Schlomski

Performance Days makes a brilliant debut at the Munich Fair Grounds!



A phenomenal 3.201 visitors from 63 countries attended. The number of visitors in November 2017 was 2.001 visitors. © Performance Days

Performance Days has set one record after another in its ten-year history. The steady increase in the numbers of visitors and exhibitors convinced the family-owned company to relocate in its tenth year to the Messe München from the Munich M.T.C. Marco Weichert: "We are very proud to continue to lead this successful fair independently without outside investors."

Relocation boosts success

The move was the right decision at the right time according to the fair organizers and the exhibitors and visitors agree. The number of visitors, recorded at 3.201, was significantly higher than the advance forecasts. Hall C1 of the Messe München provided more floor space for about 100 new exhibitors than at the last fair in the M.T.C. Both long time exhibitors and first time exhibitors reported above average satisfaction with the progress and services at the fair. Visitors joined in sharing this positive impression.

Attractive supporting program

Crowded aisles and boulevards reflected the fair's attractive offers. The four boulevards hosted the Performance Forum with the Performance Wall, the Focus Topic with the Marketplace, the areas for Expert Talks and panel discussions, as well as one for catering. Looking back with satisfaction, fair manager Stefanie Sacherow said: "We put a lot of thought into how to arrange the hall and the boulevards. From the beginning, we definitely wanted to transfer the relaxed atmosphere of Performance Days over to the grand hall of the Messe München." This was achieved with great success. The Expert Talks were once again a major attraction. Right up to the last panel discussion on the second day, not only were all seats occupied, some people were even standing in the floor. The Focus Topic "Water – Our Responsibility" covered a controversial

yet important subject and received a lot of praise. The main points were comprehensively explained, the most innovative fabrics displayed, and the outstanding, sustainable, and water-saving fabric was named the winner of the Eco Performance Award. The Expert Talks and panel discussions addressed these topics on the second day of the fair.

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If there was no opportunity to hear the lectures or to sort all the forum materials, it can be done online throughout the year on the Performance Days website. The fabrics from all past forums can be viewed and the Expert Talks are provided as PDF or audio files.

Nearly all exhibit booths for May 2019 sold out shortly after the November event

Exhibitor registrations have re-opened for the next trade fair in Hall C6 at Messe München on May 08-09th, 2019. Demand is extremely high and indications are that the spring edition is sold out by Christmas. Accordingly, Performance Days can truly claim to be the world's leading trade fair for functional fabrics and sourcing for the sportswear and fashion industry. The recipe for success concerning exhibitors remains the same even with the increasing numbers: Exhibitors represent an even split between Asia and Europe and other parts of the world. Visitors are invited to save the dates May 08-09th, 2019 on their calendars for a visit to Hall C6 from the northeast entrance.

The next Performance Days, München

8.-9. May 2019, Messe München, Hall C6 mit Eingang Nord-Ost

Functional Fabric Fair powered by Performance Days

In partnership with Reed Exhibitions, Performance Days launches the U.S. sourcing event "Functional Fabric Fair powered by Performance Days for the very first time in 2018. Staged in the Javits Center, New York, the event for high performance functional fabrics and accessories will exhibit the latest development trends in the functional textile industry and provide an opportune marketplace for the sourcing of high performance functional fabrics and accessories in the United States. The event will include exhibits, workshops, industry presentations and professional networking and matchmaking programs.

The next Functional Fabric Fair

July 22-23rd, 2019, Javits Center, New York