

Performance Days 2020 to be held in December

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Pic: Performance Days

The Performance Days show will be held on December 9-10, 2020, in Germany. To ensure that the fair meets the health, legal, safety, and quality requirements, the organisers have reached their decision after consultation with all interest groups involved. Founded in 2008, it is the first and only event for functional textiles for sportswear and workwear.

Parallel to the countdown to the physical fair, further digital tools will be created for the fair public. The Bavarian government has decided that trade fairs may again go ahead in Bavaria as of September 1, 2020. To this end, the Bavarian ministry of health will devise the required hygiene concept along with trade fair authorities.

In the close exchange with exhibitors and fair visitors, the trade fair team have become aware of how much both parties have been missing personal contact with suppliers, access to the latest developments in accessories and fabrics, and the opportunity to experience the materials with all their senses – in particular the opportunity to view and touch them. The operative team also sought dialogue to clarify via surveys whether a physical trade fair would take place, and which would be the favoured dates. In the close exchange with exhibitors and fair visitors, the trade fair team have become aware of how much both parties have been missing personal contact with

suppliers, access to the latest developments in accessories and fabrics, and the opportunity to experience the materials with all their senses – in particular the opportunity to view and touch them. The operative team also sought dialogue to clarify via surveys whether a physical trade fair would take place, and which would be the favoured dates, according to a press release on the show.

“The vast majority of exhibitors have already registered for the next fair. Currently, travel options are still very limited. International flights in particular will be affected, with some not available again until autumn. Taking such prevailing circumstances into account, exhibitors have been pleading for a date in early December 2020,” Lena Weimer, senior marketing manager said.

The December date also allows more time for the ministry of health to fine tune their security concept, so that it can be implemented in the best possible way at the exhibition grounds to ensure that the quantity and quality of the trade fair exhibits are as brilliant as ever.

“Behind the scenes, both the planning for the analogue fair in Munich and the planning of further digital solutions for before, after and during the fair are taking place. The industry can, therefore, look forward to the further development of the ‘Digital Fair’ and also to more information on trends and innovations even before the fair officially kicks off. In order not to miss out on anything, it is recommended to reserve a free ticket, which in addition to admission to the trade fair, ensures that all updates are delivered conveniently to the (home) office per newsletter,” general manager, Marco Weichert, said.