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Performance Days rescheduled for December 2020



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Last week the green light was given again for the restart of trade fairs in Bavaria from September 2020 onwards. This means that *Performance Days* can once again take place at the Messe München. To ensure that the next fair meets the health, legal, safety and quality requirements, the trade fair organisers have reached their decision after consultation with all interest groups involved. The date has now been switched from 28-29 October to 9-10 December 2020. Parallel to the countdown to the physical fair, further digital tools will be created for visitors.

“It has felt as if the whole world has been standing still, but now the ball is starting to roll, not only for the economy, but also for the world of trade fairs,” *Performance Days*’ organiser said in a statement. “The Bavarian government has decided that trade fairs may again go ahead in Bavaria as of 1st of September. Of course, this will only happen under strict conditions and on the premise that the virus continues its decline. To this end, the Bavarian Ministry of Health will devise the required hygiene concept along with trade fair authorities.

Physical Performance Days fair a necessity

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.

Sourcing materials safely in every respect

From her talks with attendees, Lena Weimer, Senior Marketing Manager, is aware that not only the development of fabrics and ingredients from manufacturers are off schedule.

“Visitors to the fair report that, as expected, there was an overall drop in sales. Consequently, stationary traders have less in-store and warehouse space for additional products. Additionally, buyers, designers and product developers were unable to work as they usually did. Restructuring the daily working routine, timelines, and oneself, takes

time. So, the December deadline allows us all to reposition ourselves, and is helpful, if not necessary.”

Lisa Lechner and Theresia Brandl from Project Management sum up the voices of exhibitors: “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.”

The December date also allows more time for the Ministry of Health to fine tune its 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 good as ever.

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