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Performance Days to launch new Shanghai show

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Shanghai – The organisers of Performance Days will launch a new industry fair called Functional Textiles Shanghai later this year, as it looks to capitalise on rapid growth within China.

From 28-29th September 2021, Performance Days will partner with Chinese event organisation Tengda Exhibition to host the event, which it's projected will attract more than 100 companies.

Already, the likes of Anta, Decathlon, Bosideng, Skechers, Kappa, Jeep and Li-Ning have secured their positions at the fair.

Having to date launched successful spin-offs in Portland and New York in the United States, Performance Days will now look to China where functional apparel sales are said to have increased rapidly over recent years.

To reinforce this ambition, Design and Development GmbH – the organiser of Performance Days – has partnered with Chinese firm Tengda Exhibition, which is well versed in holding such showcases within Asia.

Already, the two organisations expect upwards of 100 exhibitors from both the brand and manufacturing sides.

As has become customary with Performance Days events, the fair's programme will include both exhibitor booths and a conference programme with speakers discussing topics specific to the sector.

"We are absolutely convinced that the Performance Days concept, which we will adopt in Shanghai, will be very well received by local trade fair visitors and exhibitors." Noel Tian, managing director, Tengda Exhibition.

"The functional apparel market in China is growing so fast, the brands here need one professional, focused and high class platform for functional textiles just like Performance Days. We are really excited to launch Functional Textiles Shanghai by Performance Days while adopting 100 per cent the Performance Days concept in the special new year 2021.

"It is a great honour to have this partnership with Design & Development GmbH Textile Consult and their world famous trade fair brand."