

04/05/2021 – Performance Days Loop – [auf Deutsch lesen](#)

## Performance Days: The digital trade fair week “The Loop”

By Iris Schlomski

The scheduled date of Performance Days cannot take place as a physical event. The digital trade fair week will take place from May 17 to 21.



New products for summer 2023 in the spotlight: The Digital Fair at Performance Days will take place from May 17 to 21, 2021! © Performance Days

Comprehensive information: Performance Days opts for a digital trade fair week as part of the Performance Days Loop sourcing platform. To coincide with the Kickoff of the new season, the Performance Days are focusing on a digital fair week from May 17 to 21, 2021. Within the framework of the recently launched digital platform Performance Days Loop in cooperation with Functional Fabric Fair and the Digital Fair will highlight sustainable fabric innovations for Spring/Summer 2023 over five days.

- **In view of the current Corona situation, any planning for the realisation of fairs lacks certainty at this moment in time.**
- **Furthermore, international travel restrictions make it difficult or even impossible for many manufacturers and trade fair visitors to participate.**

**Heightened networking experience thanks to expert matchmaking**

Informing, exchanging, networking: In order to guarantee an interactive trade fair experience, the digital edition of Performance Days in spring will be supplemented by further important tools. During the Digital Fair, exhibitors and trade visitors can look forward to even more comprehensive networking opportunities. For example, as part of the extensive digital supporting program via live stream with informative talks by experts, lectures and rounds of discussions, including interactive Q&A sessions.

### A particular highlight:

- **The Marketplace will provide visitors with the opportunity to view numerous exhibitors' products, including the curated, sustainable fabric highlights of the Performance Forum.**
- **In order to be able to digitally present the fabrics to visitors as realistically as possible in terms of haptic, design and structure, the Performance Forum was equipped last winter with innovative 3D technology, including innovative tools such as 3D images, video animations and U3M files for download.**

### Marco Weichert, Founder & General Manager of Performance Days:

“In the current situation, it is essential to guarantee our trade fair visitors and exhibitors a secure, digital offering. With the Performance Days Digital Fair, under the umbrella of the Performance Days Loop online platform, we are even extending the duration of the fair to five days to provide the industry with even more updates on the season's fabric innovations, along with important additional information and the provision of intensive networking opportunities. We look forward to an exciting digital week at the fair.”

### Winter fair as a hybrid event

The hybrid variant remains the concept of the future: the hybrid winter edition of the trade show is planned for December 1 and 2, 2021 in Munich.

[You can register as attendee for The Loop here.](#)