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Success for Performance Days at new venue



The organisers of the Performance Days exhibition have announced that the most recent edition, which took place from November 28-29 in Munich, welcomed more than 3,200 visitors from 63 countries. This compares to just over 2,000 visitors in November 2017.

The November 2018 show was the first to take place at the city's Messe München site. The biannual event has relocated after many successful years at the MTC exhibition centre, also in Munich.

The increased visitor numbers proved the move was "the right decision at the right time", the organisers said, adding that the total attendance had exceeded their expectations.

The opportunity to expand the space available for exhibitors was a key reason for the change of venue. It allowed around 100 companies to exhibit at Performance Days for the first time.

Feedback that sportstextiles received from exhibitors and visitors was that the relaxed and friendly atmosphere for which Performance Days is known has been preserved despite the new location and the increase in size.

Stefanie Sacherow, manager of the fair, 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."

Beyond the exhibition space, there was a comprehensive programme of expert talks featuring

important industry figures. On the second day of the exhibition, the focus topic 'Water - Our Responsibility' was addressed in detail.

The next edition of Performance Days will take place from May 8-9, 2019. The organisers have said demand from exhibitors is already high and that all the space may be sold out by Christmas.