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# Un trasferimento azzeccato

Performance Days fa un brillante debutto alla fiera di Monaco.



Nessuno ha mai veramente dubitato che sarebbe stato un grande successo. Tuttavia il risultato "ha addirittura superato le aspettative degli organizzatori della mostra - la famiglia Weichert: **3.201 visitatori** da **63 Paesi**. Il numero di visitatori nel mese di novembre

2017 è stato di 2.001. **Performance Days** ha stabilito un record dopo l'altro nei suoi dieci anni di storia. Il costante aumento del numero di visitatori e di espositori ha convinto l'azienda familiare a trasferirsi alla **Fiera di Monaco** nel suo decimo anno.

## ■ PERFORMANCE DAYS MAKES A BRILLIANT DEBUT AT THE MUNICH FAIR GROUNDS

No one ever really doubted that the relocation of **Performance Days** to the **Messe München** fairgrounds would be a great success. However, that the numbers would ultimately "go through the roof" has even exceeded the expectations of the owners of the exhibition – the family Weichert: a phenomenal **3.201 visitors** from **63 countries** attended. The number of visitors in November 2017 was 2.001 visitors. Performance Days has set one record after another in its ten-year history.

The steady increase in the numbers of visitors and exhibitors convinced the family-owned company to relocate in its tenth year to the Messe München from the Munich M.T.C. **Marco Weichert**: "We are very proud to continue to lead this successful fair independently without outside investors." Relocation boosts success -The move was the right decision at the right time according to the fair organizers and the exhibitors and visitors agree. The number of visitors, recorded at 3.201, was significantly higher than the advance forecasts. Hall C1 of the Messe München provided more floor space for about 100 new exhibitors than at the last fair in the M.T.C. Both long time exhibitors and first time exhibitors reported





**Marco Weichert:** "Siamo molto orgogliosi di continuare a condurre questa fiera di successo senza richiedere investitori".

La delocalizzazione aumenta il successo - La mossa è stata la decisione giusta al momento giusto.

Il numero dei visitatori registrati a **3.201**, è stato significativamente superiore alle previsioni anticipate. Il padiglione C1 della Messe München ha fornito più spazio per circa **100 nuovi espositori** rispetto all'ultima fiera del MTC. Sia gli espositori "storici" che i nuovi espositori hanno riportato una soddisfazione superiore alla media. Corridoi e viali affollati riflettono le attrazioni offerte della fiera: i quattro viali hanno ospitato il **Performance Forum** con il **Performance Wall**, il **Focus Topic** con il **Marketplace**, le aree per **Expert Talks** e le tavole rotonde, oltre a uno per il catering. Gli Expert Talks sono stati ancora una volta un'attrazione importante. L'argomento "L'Acqua - La nostra responsabilità" ha affrontato un tema controverso ma importante e ha ricevuto molte lodi.



above average satisfaction with the progress and services at the fair. Visitors joined in sharing this positive impression. Attractive supporting program - Crowded aisles and boulevards reflected the fair's attractive offers. The four boulevards hosted the Performance Forum with the Performance Wall, the Focus Topic with the Marketplace, the areas for Expert Talks and panel discussions, as well as one for catering. Looking back with satisfaction, fair manager **Stefanie Sacherow** 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." This was achieved with great success. The Expert Talks were once again a major attraction. Right up to the last panel discussion on the second day, not only were all seats occupied, some people were even standing in the floor. The Focus Topic "Water – Our Responsibility" covered a controversial yet important subject and received a lot of praise. The main points were comprehensively explained, the most innovative fabrics displayed, and the outstanding, sustainable, and water-saving fabric was named the winner of the ECO Performance Award. The Expert Talks and panel discussions addressed these topics on the second day of the fair.