

Press Release:

Ismaning, October 17, 2023

PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCEDAYS
FUNCTIONAL FABRIC FAIR

Winter trade fair on an enlarged area

PERFORMANCE DAYS scores with new formats

October 4 and 5, 2023 marked the start of the winter edition of PERFORMANCE DAYS, which was held for the first time in one and a half halls (Hall A5 and Hall A6) at the Messe München fairground. With 2,625 visitors and 436 exhibitors from 34 countries, the organizers can draw an all around positive trade fair summary. The industry was enthusiastic about the new look of the trade fair, including many great opportunities for intensive exchange. The newly integrated footwear area with its own FOOTWEAR FORUM, which provided information about innovations and highlights from the footwear sector, was particularly well received. In general, the versatile formats, such as a separate Sustainability Lounge or a separate INNOVATION FORUM, scored points with visitors and exhibitors alike.

Important addition to the trade fair format: expansion with footwear and new formats

Nina Conrad, sustainability consultant in the textile and leather industry and co-initiator of the new Footwear Area, summarizes: "The introduction of the new footwear area was warmly welcomed by both exhibitors and visitors. It seamlessly complements the existing offering in the apparel sector, and some apparel exhibitors have even joined the footwear area, creating a dynamic synergy. This unique opportunity greatly simplifies the search for materials, components and suppliers for footwear designers and product managers, something no other trade show currently offers. The Footwear Forum has also received exceptionally positive feedback, praised as informative, innovative and inspiring. Of course there is room for expansion, but we are determined to move forward step by step."

Likewise, the tenor of the entire industry - the opportunity to examine innovations from the fiber and material sector, in addition to performance wear, also in terms of footwear, was convincing across the board.

The new formats, which were integrated into PERFORMANCE DAYS for the first time, were also well received. In the INNOVATION FORUM, for example, the focus was on pure innovations with an innovative character. In the Sustainability Lounge, 17 partners showed what is up to date in the field of sustainability and, above all, how they intend to drive the issue forward in the future. First and foremost, what counts is an intensive exchange of ideas within the industry and more courage to cooperate. Anna Rodewald from GreenroomVoice, co-responsible for the Lounge, knows more: "I can only emphasize again and again how important it will be in the future to work together more closely as an industry on the topic of sustainability. The Sustainability Lounge has created the perfect framework for this, this feedback was incidentally also given to me by the partners. It was great to see how guests quite naturally sought out communication with each other, discussed with each other and ventured to make initial contact. Due to the open lounge atmosphere, which nevertheless offered space for privacy, workshops, intensive networking and first acquaintances were

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possible, up to first cooperations. A great, future-proof format that we will definitely make available to the industry again in the spring."

Informative supporting program: Expert Talks and Sustain&Innovate Conference

The by now renowned Expert Talks, which provided information on current color and fabric trends, news on sustainable developments and new technologies from fiber manufacturers, were also very popular. On the second day of the fair, the Sustain&Innovate Conference, which was accompanied by SAZsport, also generated lively discussions.

In the heart of Hall A5, visitors listened intently to the informative presentations and discussion panels, including as usual the Fabric Talk with Alexa Dehmel, the Color Trend Talk with Nora Kühner and exciting "behind the scene stories" with Charles Ross, who moderated the program. As of this week, all Expert Talks are available digitally on demand via The Loop. Information on the PERFORMANCE FORUM including 3D materials as well as the fabric innovations shown therein and the awards given by the expert jury can already be viewed online.

Marco Weichert, Managing Director of PERFORMANCE DAYS, is all round satisfied:

"I am very pleased that the PERFORMANCE DAYS winter trade fair can once again shine with great visitor numbers and, above all, with a positive response from the industry. This shows that we are on the right track and that the platform has established itself more and more clearly as the industry's number one meeting place. The fact that we have now added the footwear segment to our range confirms that we are making the right decisions when it comes to providing first-class information for exhibitors and visitors."

365 days up to date: well informed throughout the year with "The Loop"!

With The Loop, the trade show provides a 365-day platform that makes sourcing and exchange possible even after the official on-site trade show event. All important information about the PERFORMANCE FORUM, FOOTWEAR and INNOVATION FORUM, the Focus Topic, Expert Talks as well as current pictures, including the new image video, will be available there during the week.

DOWNLOAD NOW: The current trade show issue of media partner SAZsport with the Textile Special (issue 2/23) is now available for download at www.performancedays.com.

SAVE THE DATE: The next PERFORMANCE DAYS will take place on March 20 and 21, 2024 at the Messe München exhibition center in Halls C1+C2.