



heimtextil

The industry is relying on Heimtextil 2021: Initial impetus for the restart of business

Leading representatives from the home textiles industry view the upcoming Heimtextil (12-15 January 2021) as a decisive way to boost their business activities after the restart. They have also expressed their confidence in Messe Frankfurt's comprehensive protection and hygiene concept. Both trade and industry thus consider the prerequisites for a safe and successful Heimtextil to be met.

'Heimtextil 2021 will be different – more concentrated and focused on actual business. And the necessary hygiene precautions will also of course change the look of our trade fair', says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. 'We consider ourselves all the more lucky that numerous exhibitors and visitors, both national and international, are placing

their trust in us by announcing their participation and are counting on Heimtextil to be the first industry highlight after the restart'.

In Germany, bdia (Association of German Interior Architects), the BTE (Association of German Textile and Bedding Retailers), the DecoTeam, Heimtex (Association of the Home Textiles Industry), the MZE (the furniture association for leading, medium-sized specialist stores), the VDB (Association of Bed Dealers) and World-Architects have all stated how incredibly important Heimtextil is. On the international side, the following major industry players have shared their thoughts about Heimtextil: CIE (Consejo Intertextil Español), El Corte Inglés, Home Textiles from Spain, IGI (The Global Wallcoverings Association),

Taiwan Textile Federation, Tetsiad (Turkish Home Textile Industrialists' and Businessmen's Association) and UKFT (UK Fashion and Textile Association) – see below for detailed statements by the industry representatives.

Online now: overview of all participating exhibitors

Hall occupancy by exhibitors is now taking concrete shape: by mid-July, 947 exhibitors from 49 countries had made a firm booking for a stand at Heimtextil. They therefore currently occupy a surface area of nine football fields. More stand bookings will follow over the next few weeks and months. Heimtextil has now published an overview of all participating companies on its website: www.heimtextil.messefrankfurt.com/aussteller

Positive signals from the world of politics

Heimtextil is also receiving positive signals from the world of politics, which give rise to hopes for a relaxation and speedy return to successful trade fair operations: at trade fairs, it is now important to ensure that the minimum social distance of 1.5 metres is observed. As a guideline, three square metres of space should be available for each person. This will ensure that Heimtextil can permit all visitors entry to the halls at all times.

Since the start of July, travel to the EU from selected third countries has been possible again. 'This is an important signal for international exhibitors and trade visitors who come to Germany for our trade fairs and another important building block in the successful restart of the trade fair', emphasises Jörn Holtmeier, CEO of AUMA (Association of the German Trade Fair Industry). The German government has so far permitted unrestricted travel to

Germany for visitors from eleven countries, in addition to the 26 EU member states.

Free tickets: Heimtextil supports exhibitors and visitors

Given the challenging situation facing many companies, Heimtextil is supporting its exhibitors and visitors with a new measure: exhibitors will be given free ticket codes to pass on to their customers. With this gesture, Heimtextil expresses its solidarity with its exhibitors and will allow numerous dealers and furnishing experts to gain free entry to the trade fair. 'We want to create additional incentives for national and international buyers to visit the trade fair in Frankfurt at the start of the year so that they can meet old and new business partners alike', says Schmidt.

And this is what national and international industry representatives think about Heimtextil and Messe Frankfurt's protection and hygiene concept:

Bdia, Association of German Interior Architects, Germany – Monika Slomski, Chair, Hesse regional association: 'Even though we discovered the potential of digital meetings during lockdown, nothing beats visiting a trade fair. In order to lend our projects the personal touch and for us to create innovative and original details, the inspiration we get from trade fairs is indispensable. Where else can you inform yourself so quickly and comprehensively about products and innovations, view colours and a design in person, touch materials and fabrics or feel and experience the effect of a particular texture on a surface? We at bdia Hesse want to reinvigorate direct dialogue and are already looking forward to taking our interior architecture colleagues on guided tours of Messe Frankfurt's Heimtextil again'.

BTE, Association of German Textile and Bedding Retailers/VDB, Association of Bed Retailers, Germany – Axel Augustin, BTE spokesperson and VDB CEO: 'After months of limited contact,





many home and household textile dealers are once again looking forward to personal meetings with their suppliers. BTE is sure that Heimtextil will develop a convincing social distancing and hygiene concept that will enable a low-risk visit to the trade fair. Since the trade in home and household textiles had to cope with comparatively small losses due to corona, many business owners are hopeful for 2021 and eagerly looking forward to seeing new products at the trade fair'.

CIE, Consejo Intertextil Español, Spain – Cándid Penalba Peiró, President: 'Against a background of rapidly growing global demand for home and household textiles, which is down to the desire for renewal and improved hygiene post Covid-19, Heimtextil 2021 offers us a great opportunity to meet our customers again in a safe and secure environment'.

DecoTeam, Germany – Ottmar Ihling, DecoTeam spokesperson: 'As the biggest and most important leading trade fair for home and household textiles, Heimtextil is a fixed and important component in the textile calendar for all members of the industry. For us members of the DecoTeam group, this trade fair is the meeting place for the industry. Business deals and personal meetings with our customers, communication on all levels, the presentation of new products, creative input – all this now has increased relevance and is of greater importance, especially in these unusual times. We are

therefore particularly looking forward to this Heimtextil and are positive that everyone else feels the same'.

Dina Vanelli, Turkey – Erol Turkun, Founder: 'Heimtextil is the most important trade fair worldwide in our industry. We hope that everything will return to normal as far as January. It would be the perfect time to restart. We believe that Messe Frankfurt will take all necessary health measures and that exhibitors and visitors can enter without any problems. As far as I am informed, all major Turkish companies will participate.'

El Corte Inglés, Spain – Cristóbal Montero Álvarez, Head of purchasing department for home and household textiles: 'For us, Heimtextil is the most important international meeting place for ordering home and household textiles. Given the increasing demand for furnishing and decoration, we're looking forward to meeting our suppliers again in 2021 and eagerly await the new developments, innovations and trends that the textile industry will come up with'.

Heimtex, Association of Home Textiles Manufacturers, Germany – Martin Auerbach, CEO: 'The German home textiles industry – as is the case in many other sectors too – is going through a very challenging and stressful time. Not all our members were able to benefit from the catch-up effects in May, which makes it all the more important that the

industry has a strong presence at Heimtextil at the start of the year in order to kick-start a strong new year with the international community. We therefore strongly recommend that our association members take part in the international industry meeting. Even though we will be experiencing a leading trade fair in a different way, in Frankfurt, important national and international buyers come together, and they also want to make contacts in person and experience new products. In spite of all the challenges, we see the trade fair as a decisive, indispensable support tool for restarting the industry that will also provide orientation'.

Hometextiles from Spain, Spain – Manuel Revert, President: 'All Spanish exhibitors are confident and are looking forward to the upcoming Heimtextil in January 2021. After this tough pandemic and its devastating consequences for our industry, we believe that Heimtextil 2021 will give our companies a fresh start in terms of economic activity and a return to normality. The personal encounters with our customers, sales teams and suppliers will be positive. We are all very much looking forward to meeting everyone in the industry, and Heimtextil is the ideal platform for this'.

IGI, The Global Wallcoverings Association, Belgium – Pascal Siellet, Präsident: „As the world's leading trade fair for wall covering, Heimtextil is the

best possible platform for the members of IGI to come into contact with international customers and potential new buyers. Despite the challenges the wall decoration segment is currently facing - even more so than other product groups - we expect good business impulses at Heimtextil for a restart after the crisis. Even if it will be a special trade fair edition this time with a concentrated wallpaper presentation, we very much hope that all participants can contribute and benefit from the upswing at the subsequent Heimtextil."

Manifattura Tessile di Nole, Italy – Luca Ferrari, President: 'Heimtextil 2020 was a success for di Nole and we liked seeing all textile lovers in one place. It starts again in 2021 and, after such challenging period, we're looking forward to starting a new fresh business year in Frankfurt with our worldwide customers and we are happy to be part of Heimtextil again next year with determination and joy.

As always, Heimtextil is formidably organised and I can only thank the whole team that is working to take care of ours and our customers' safety in every possible detail. See you next year we can't wait to be part of Heimtextil 2021'.

MZE (Möbel-Zentral-Einkauf), Germany – Peter J. Schroeder, Head of 2HK, interior design: We at MZE, with our 'Interior Design' division comprising over 200 interior decorators in Germany and Austria, support all Heimtextil activities and concepts as part of the DecoTeam, particularly during the current situation. We see ourselves as a mouthpiece for our partner companies, many of whom understand the importance and necessity of Heimtextil as our leading trade fair for the sector. The importance of personal contacts with the industry, as well as inspiration and suggestions regarding creative events, is very important, especially in the current situation, despite all the challenges it presents. In our trade sector, the signs continue to point to positive business development. All the more reason why we need a return to personal contact.

Taiwan Textile Federation, Taiwan – Justin Huang, President: „Messe Frankfurt re-starts Heimtextil in 2021. That is wonderful news for the global textile industry as well as for the retailing

business. We perused the factsheet and found the organizer did a good job to keep all exhibitors and visitors in a safe protection. The detailed reminding about distancing rules, active visitor management, hygiene measures, stand catering etc. provides us with considerate services. It is confident that the trade event will contribute Messe Frankfurt as a new mile stone to host trade fairs in the future. On behalf of Taiwan Textile Federation, I will organize a group of exhibitors to participate in the fair, as long as the quarantine regulations would allow us to trip to Frankfurt and back to Taipei."

Tetsiad, Turkish Home Textile Industrialists' and Businessmen's Association, Türkei – Huseyin Bayram, President: „In Heimtextil 2020, Turkey was represented with 300 exhibitors which resulted in a great success for our companies. Heimtextil is an essential trade show for Turkish home textile industry where we have the chance to show everyone of the true potential and vision of Turkish manufacturers. As TETSIAD, we are confident of reaching an export revenue of 5-10 billion USD each year with our participation in Heimtextil which strengthens our hopes and expectations for the future."

UKFT, UK Fashion and Textile Association, Großbritannien – Ann Thompson, Textile Consultant: „UK textile businesses are cautiously optimistic about future business in the mid to long term, and are confident that the international market for their high quality

products will gradually resume following lockdown. Heimtextil is an essential business platform for our members: All British exhibitors in the UK pavilion in Hall 4.1 have already re-booked their spaces for Heimtextil 2021, and are looking forward to welcoming their customers from around the world to their stands. UKFT have been impressed to see how pro-active the Heimtextil team have been in terms of implementing and communicating the new health and safety measures for the forthcoming show. I am sure this will go a long way towards reassuring exhibitors and visitors regarding attendance at this world-renowned event."

World Architects, Germany – Lisa Pavitschitz, Director Market Development: 'Daily webinars, online workshops and Zoom/Skype meetings are the new normal. But personal contact is also important and requires space. As a kick-off event for architects, interior designers and designers, Heimtextil is one of the most important events of the year. The discussions and networking in Frankfurt are a central anchor point for the industry. With a focus on architects, the Interior.Architecture.Hospitality area in hall 4.2 offers a colourful array of innovative exhibitors and a fringe programme for visitors. The guided tours and lectures have been one of the most important sources of information for many years now. As a partner of Heimtextil, World-Architects is looking forward to being part of it once again next year'. ♦

