



# KARL MAYER at ITMA ASIA + CITME: Live in Shanghai and then virtually for the whole world

**The KARL MAYER Group exhibited innovations for machines and technical services at ITMA ASIA + CITME in Shanghai. These innovations ensure speed, flexibility and independence, particularly with digital solutions in production. This was complemented by a trendy textile show as inspiration for new business opportunities.**

The offers for warp knitting, flat knitting, production of technical textiles and warp preparation are very well received. During the first two days alone, several hundred visitors came, mainly with specific interests and mainly from China. "The quality of discussions is very high," said Yang Zeng Xing, General Manager of KARL MAYER (CHINA) after the second day of the event.

At its first real trade fair appearance since the beginning of the pandemic, however, the KARL MAYER Group is also focusing on its customers in the other parts of the world.

Being close to all its customers is particularly important to the global player now, during the pandemic. Equipped with a microphone and a camera, a team of experts from KARL MAYER (CHINA) is recording the atmosphere on the spot for guests who have no means of travelling.

With the live recordings, KARL MAYER take visitors on a virtual tour of its exhibition, at a hybrid show directly following ITMA ASIA + CITME.

A vivid 3D model of the exhibition stand, which can be rotated and moved interactively, ensures easy orientation, and there is an experience behind every exhibit: in live interviews, experts explain details and answer questions that have already been asked, while videos and information material provide further information. Visitors will also find contact details for the exhibits of competent contacts from the entire global

organization, who are looking forward to answering all questions and holding interesting discussions. In addition, webinars on individual highlights can be booked for the end of June and the beginning/middle of July.

Behind the impressive virtual presence is a mature performance. "We have a strong team on site at ITMA ASIA + CITME, whose commitment makes the virtual tour of our hybrid trade show an experience," says Christine Wolters from Corporate Communications. <https://www.karl-mayer.com/en/itma-asia-hybrid-booth/> ♦

