

## **Report on TEXPROCIL's Participation at Heimtextil 2015 Frankfurt, Germany (14-17 January 2015)**

TEXPROCIL had organized the 'Brand India' Pavilion at the Heimtextil Fair 2015 held in Frankfurt, Germany from January 14 - 17, 2015 in Hall no. 10.2, Booth no. B31. The Council had put up an attractive display in this premier location of 'Asian Vision' housing all the leading producers of Home Textile from South Asia.

India is the 4th largest supplier of T&C to European Union after China, Turkey, and Bangladesh with exports of all textiles and clothing to the European Union (EU) from India amounting to approximately US \$ 8.6 billion. Germany's imports of Home Textiles (including Madeups) from India amount to US \$ 518.96 million out of which cotton made-ups consists of US \$ 268.12 million making India the third largest supplier to the country after China and Turkey.

Realizing the tremendous potential in T&C trade offered by Germany which is also a leading market for Indian Home Textiles in the EU, the Council had organized the 'Brand India' Pavilion at the Heimtextil Fair 2015 held in Frankfurt, Germany from January 14 - 17, 2015 in Hall no. 10.2, Booth no. B31 of the Messe Frankfurt Exhibition Grounds – spread over 578,000 square meters, currently home to ten grand exhibition halls.

### **About Heimtextil**

International trade fair for home and contract textiles being held on four fair days in January, Heimtextil is the first major presentation and ordering date of the year and, therefore **the biggest and most important platform for manufacturers, retailers and designers.**

The product is accompanied by high-quality special shows and workshops, aimed specifically at visitors and exhibitors. In addition to numerous informative lectures on topical themes, Heimtextil offers the next generation an opportunity to actively participate in the fair action by taking part in international competitions.

### **Exhibitors & Visitors at Heimtextil 2015 – Official Statistics**

At the beginning of the new furnishing season, this year's Heimtextil was able to showcase a larger number of exhibitors and thus send positive signals to the sector.

Heimtextil 2015 in Frankfurt am Main recorded an increase of around three percent in the number of visitors over the previous year. More than 68,000 trade visitors (2014\*: 66,265) were delighted with the high quality of the products and their designs, and kept exhibitors busy throughout the fair.

The 2,759 exhibitors from 68 countries (2014: 2,714 from 62 countries) were no less delighted with the orders placed by buyers.

The further increase in the level of internationality – from 87 to 88 percent on the exhibitor side and from 67 to 68 percent on the visitor side – also ranks as a success factor for the trade fair.

The good figures were also confirmed by the very positive results of both the visitor and exhibitor polls. 95 percent of all visitors achieved their goals for the fair (up two percent compared to 2014), which underscores the high standard of exhibitors at Heimtextil.

The fair was also given a very good rating by exhibitors: 77 percent of respondents (2014: 77 percent) said they were satisfied to extremely satisfy with the fair.

As per the statistics published, there were particularly large increases in the number of European visitors from Great Britain, Italy and Spain. From the Arabian Peninsula, more visitors came from Kuwait, Saudi Arabia and the United Arab Emirates. More visitors also came to Frankfurt from overseas nations, such as Japan and the USA. As expected, there was a decline in the visitor numbers from the Ukraine and Russia.

### **Heimtextil Trend – Benchmark for high-quality textiles**

As the world's biggest trade fair for home and contract textiles, Heimtextil has a special function as a trend barometer and benchmark for high-quality textiles characterised by excellent design and innovative functionality.

Every year, the Trendtable of international experts filter out the most important general trends and provides valuable orientation and reliable trend prognoses for product developers, creative teams, furnishing experts and designers.

With **Heimtextil Trend**, the trade fair shows the latest fashions, design and architecture trends for exhibitors and visitors. With trend analyses, Heimtextil focuses especially on the design and decoration sectors, highlighting the latest trends for the textile interior design sector, using them in a creative way. This site features information on the trends of the moment, shows the history of trends over the past 20 years and provides a competent communications platform in the form of the trend blog.

With its product groups and the premium offers **More Clarity, More Style** and **Asian Vision** Heimtextil provides exclusivity, structure and orientation.

### **'Theme Park' trend area – a great attraction**

The new 'Theme Park' in Hall 4.0 proved to be a highly popular highlight – in the heart of the fair: A clear and good trend show – that helps visitors to gain valuable inspiration from the installations. Particularly interesting for them were the ethnic themes and the wide range of exhibitor fabrics.

The main parts of 'Theme Park' included the 'Material Gallery', the 'Colour Pavilion' and the 'Themed Installations'. Using virtual-reality glasses for the retail sector also offered some new perspectives by showing ways in which retailers can present textiles virtually and thus create a symbiosis between online and offline sales.

## **TEXPROCIL - Brand India Pavilion**

The Council's booth ad measuring 48 SQM was strategically located at the entrance of Hall 10.2, exclusively meant for the Asian participants. The information booth set-up by the Council also showcased an impressive presentation of Made-in-India products sourced from the members based on a 'Natural and Green Concept' exclusively designed by an Italian Designer.

The fair saw 383 Indian participants both through Messe Frankfurt India and directly through Messe Frankfurt Germany. These included more than over 150 TEXPROCIL member participants.

The Council's booth saw a steady stream of trade visitors.

### **Feedback**

Feedback forms from all the exporters were collected on the final day of the show.

An analysis of the feedback forms showed that most of the exporters were satisfied with the services provided by the Organizers (Messe Frankfurt).

The participants welcomed the proposition for Heimtex 2016 Edition to commence on Tuesday and ending on Friday. There were some concerns expressed with regard to timely allocation of stands, location of stand, security of the products displayed, protection against theft/photography, housekeeping issues like air-conditioning, Wi-Fi access, etc. Moreover, some felt that greater efforts were required by the Show organizers in marketing and promoting the Fair especially to increase buyer footfalls.

In addition the Indian participants expressed their desire to remain as one contiguous pavilion and also wished that the Fair delivered a better Cost-Return ratio in its future editions. Many of them even expressed the desire for representing with the organisers their request to extend a 25% discount on participation fee for the upcoming edition of the fair.

### **Heimtextil to begin a day earlier from 2016**

At the beginning of the fair, Messe Frankfurt announced that next year's Heimtextil would begin and end a day earlier, on the Tuesday and Friday respectively. The next Heimtextil in Frankfurt am Main will take place from Tuesday, 12 January, to Friday, 15 January 2016.

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