

## Press Release:

Ismaning, November 2<sup>nd</sup>, 2017

PERFORMANCE DAYS ® functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
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PERFORMANCE DAYS has big news for the 10-year anniversary

## **PERFORMANCE DAYS reaches new heights: Messe München as new fairgrounds**

Just in time for the 10-year anniversary and the 20<sup>th</sup> edition of PERFORMANCE DAYS - the top address for functional fabrics - the event is moving to a new venue: The schedule as of November 2018 places the functional fabric fair in the halls on the München Messe fairgrounds in Munich-Riem.

True innovations are the specialty of PERFORMANCE DAYS. The well-respected functional fabrics trade fair has a reputation for always showing the newest fabrics and materials for sport, outdoor, workwear and sport fashion like "Athleisure". Now there is a reason to announce an innovation that involves the event itself:

Next year, the fair will open its doors on November 28-29<sup>th</sup>, 2018 and celebrate not only the 20<sup>th</sup> edition of PERFORMANCE DAYS, but also its 10-year anniversary and the first time for the event to be hosted at the new location: the Messe München Fairgrounds. In the future, one of the exhibit halls on the fairgrounds in Munich-Riem will be prepared twice a year to exhibit functional fabrics. For the debut, this will likely be Hall C1, with easy access via the north-west entrance from the west parking garage.

### **The exhibit halls expand with the success of PERFORMANCE DAYS**

A lot has happened since the first edition of the event, which began as a roadshow in 2008 with stops at Aschheim, Verona, and Stockholm. At that time, 33 exhibitors from 10 countries were present in the Munich suburb called Aschheim; now, in November 2017, there are 177 suppliers from 23 countries preparing to welcome visitors to the current location in the Munich MTC world of fashion. The continuous increase in the number of exhibitors and visitors each season indicates the importance of this event within the industry. In fact, it is now considered THE event when it comes to the sourcing of functional fabrics and accessories. The future move is a logical and necessary step considering the trade show currently occupies two levels and approximately 7,000sqm and has exhausted the full potential of the MTC.

Marco Weichert, founder and General Manager of PERFORMANCE DAYS is thrilled: "To the extent the trade fair has become more and more professional, we owe it to our exhibitors and visitors to take the next step and make the exhibition space itself even more professional. In other words, THE trade fair for fabric sourcing is meeting THE venue for trade fairs in Munich. The move will benefit the entire PERFORMANCE DAYS family! The

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reputation and the optimal infrastructure of the Messe München Fairgrounds are a win for all, exhibitor and visitor alike."

### **Optimal infrastructure and many advantages at the new fairgrounds**

As a modern expo fairground, Munich provides a large number of parking places, very good connections to public transport (U2 'Messe West'), and plenty of hotels in the area. The high standards and better lighting in the halls, in addition to the strong WLAN service provides a more comfortable working atmosphere for both visitors and exhibitors. More importantly, the relocation brings with it a fresh wind for attractive exhibit walls and modern exhibit stands.

Lisa Lechner, project manager and contact person for the exhibitors summed it up with these words: "In November 2017, we have already reached a total area of 7,000sqm, although that is on two separate floors. In the future, all exhibitor stands will once again be on the first floor and closer to the action. The shorter distances are an absolute advantage, giving visitors more time for meaningful discussions."

### **Proven services to remain in place**

In terms of stand assignment and design, Hall C1 with its 10,000sqm exhibit area provides exhibitors more than enough space to present themselves in the best possible way and fair organizers room to provide proven and appreciated services. Lena Weimer, marketing manager with a direct connection to the visitors explains: "The PERFORMANCE FORUM, still the heart of the expo and a major venue for the procurement activities, will be preserved as well as the events program so popular with visitors. The lectures, workshops, and guided tours of the fair will obviously continue as a service provided by the fair and, as before, will be free of charge - by the way, the same applies to the visitors' entry tickets to the fair. We have plans to improve the quality of the services even more at the new location."

Stefanie Sacherow, fair organizer and senior project manager is confident: "PERFORMANCE DAYS will continue to be true to its DNA. The fair is and will remain the number one address for the sourcing of functional fabrics and accessories. Our primary aim has never been to explicitly generate exhibitor growth. The continuous expansion of the trade fair is more likely the logical outcome of our high quality offer: Our unique service, the personal contacts with suppliers and buyers, will all continue in the future. The special feeling that this trade fair evokes is something that we will actively pursue in the future as well. Today, we are extremely pleased to have climbed to the summit of the German expo landscape and look forward to new horizons and an inspiring view of the future."

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Don't forget to mark the following **PERFORMANCE DAYS** dates in your trade fair calendar for 2018:

- **April 18-19<sup>th</sup>, 2018 at MTC for collections tasks:**
- **Kick-Off Summer 2020 + Update Winter 2019/20**
- **November 28-29<sup>th</sup>, 2018 at the Messe München Fairgrounds in Munich-Riem for collections tasks:**
- **Kick-Off Winter 2020/21 + Update Summer 2020 Collections**

The upcoming trade fair is scheduled for November 8-9<sup>th</sup>, 2017 at MTC Munich. All the latest trends for Winter 2019/20, the **FOCUS TOPIC** "Thermal Technologies - from fibre to smart textiles" plus novelties and the coveted awards will be waiting for you. For all those who just cannot wait that long, some initial information is already provided for you online at: [www.performancedays.com](http://www.performancedays.com)

### About PERFORMANCE DAYS

PERFORMANCE DAYS – The “functional fabric fair” launched in 2008, is the first and only event created especially for functional fabrics for sports and work clothing. The aim of the semi-annual trade fair is to give leading and innovative textile manufacturers, suppliers and service providers the opportunity to present their functional fabrics, membranes plus treatments, laminates, paddings, finishes, and accessories such as yarns, tapes, prints, buttons and zippers.

The industry experts who come to this fair - the sports fashion designers, product managers, and decisionmakers (see online: [Visitor List](#)) represent almost every European active clothing and functional wear manufacturer - can find a complete selection of high quality materials available at just the right time in April/May and November. The dates are intentionally scheduled early thanks to our expertise in functional fabrics and are optimal for summer and winter sport collections. (All trade fair catalogs from past events are available online at [Catalogs](#) as well as a listing of current exhibitors at [Exhibitor List](#)).

The relaxed and focused workshop-like atmosphere at PERFORMANCE DAYS differentiates it from the other fairs which are often unmanageable and more stressful. That is one of the reasons why the Munich trade fair at the heart of the European sportswear industry has become one of the top addresses for new fabrics, innovations, and is the preferred meeting place to conduct business.

In the unique [PERFORMANCE FORUM](#) of PERFORMANCE DAYS, the visitor receives an inspiring and wellgrounded overview of the new materials, trends, and innovations of the exhibitors. The PERFORMANCE AWARD and the ECO PERFORMANCE AWARD are also presented here.

Qualified guest speakers present special topics and their collaborative ventures to complete the range of information provided at PERFORMANCE DAYS within the [Program](#) (see after the fair online in the [Presentation Library](#)).

**No entry fee and free admission to all events for industry visitors.**

Detailed information and advanced registration online at: [www.performancedays.com](http://www.performancedays.com)