

Press Release:

Ismaning, December 21, 2023

PERFORMANCE DAYS © functional fabrics fair
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PERFORMANCEDAYS
FUNCTIONAL FABRIC FAIR

Spring & summer trade fair 2023 generates consistently positive response

PERFORMANCE DAYS - an optimistic look ahead to 2024

2023 was an exciting year. With a view to a final ban on the use of PFCs by 2025, the renowned fiber and materials trade fair PERFORMANCE DAYS also showed what sensible PFC-free membrane alternatives are already available today. However, the 2023 trade fair not only proved its innovative character thematically with two exciting focus topics. With a total of around 15,000 visitors on over 70,000 square meters in Munich, Portland, New York and Shanghai, the organizers can draw a very positive conclusion about the trade fair. In addition, there were 1,400 exhibitors who were pleased to make more than 30,000 new contacts. The industry was also enthusiastic about the new look of the trade fair, the newly integrated footwear area and the numerous platforms that will also help to take PERFORMANCE DAYS to a new level in 2024.

New concept is well received: PERFORMANCE DAYS emphasizes footwear

After a successful spring trade fair in April 2023, the PERFORMANCE DAYS team came up with several innovations in time for the fall trade fair in October 2023. For example, the relevance of the footwear segment was taken into account for the first time with its own area. The organizers are no longer focusing explicitly on sustainable functional textiles and accessories, but are also targeting the footwear market for the first time. Suppliers of textiles and shoes can now finally meet with decision-makers from international brands at the right time to present their solutions and build lasting relationships. In order to integrate the footwear market into the trade fair events in Munich, Portland, New York and Shanghai, the organizers have brought two renowned industry specialists on board: Nina Conrad and Rucky Zambrano. The response after the first presentation in October 2023 was correspondingly positive, as Nina Conrad, sustainability consultant in the textile and leather industry and co-initiator of the new Footwear Area, knows: "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 and is praised for being informative, innovative and inspiring. Of course, there is room for expansion, but we are determined to move forward step by step." PERFORMANCE DAYS will also focus on sustainable performance fabrics when it comes to footwear. In addition, industry-leading sustainable key topics will be integrated into the trade fair's panels and education program. In order to provide sufficient space for the new topic, PERFORMANCE DAYS will also present its innovations in two halls in 2024.

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First-class exchange of information: new and old platforms complement the program

The Innovation and Trend Forum has been updated to provide the industry with the latest first-hand information. In future, the INNOVATION FORUM will focus on pure novelties with an innovative character. In the newly designed Sustainability Lounge, partners showed what is up to date when it comes to sustainability and, above all, how they want to drive the topic forward in the future. First and foremost, an intensive industry exchange and more courage to cooperate are important. Anna Rodewald from GreenroomVoice, co-organizer of the Lounge, is very satisfied: "I can only emphasize again and again how important it will be in the future to work more closely together as an industry on the topic of sustainability. The Sustainability Lounge created the perfect framework for this, and I also received this feedback from the partners. It was great to see how guests naturally sought out communication with each other, discussed with each other and dared to make initial contact. Thanks to the open lounge atmosphere, which nevertheless offered space to retreat, workshops, intensive networking and getting to know each other for the first time were possible, including initial collaborations. A great, future-proof format that we will definitely be making available to the industry again in the spring."

Informative supporting program: Expert Talks and sustain&innovate

The now renowned Expert Talks were also very popular, providing information on everything from the latest color and fabric trends to news on sustainable developments and new technologies from fiber manufacturers. The sustain&innovate conference with a detailed look at sustainable topics and developments also stimulated lively discussions.

Marco Weichert, CEO of PERFORMANCE DAYS, is completely satisfied and is already looking positively towards the 2024 trade fairs: "I am very pleased that we were able to prove once again in 2023 that we are on the right track and that the platform is increasingly establishing itself as the number one meeting place for the industry. The fact that we have now added the footwear segment to our offering confirms that we are making the right decisions when it comes to providing first-class information for exhibitors and visitors. We are already looking forward to 2024."

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

With The Loop, the trade fair provides a 365-day platform that enables sourcing and exchange even after the official on-site trade fair event. All important information about the TREND, FOOTWEAR and INNOVATION FORUM, the Focus Topic, Expert Talks and current images, including the new image video, can be accessed there.

SAVE THE DATE: The next PERFORMANCE DAYS will take place on March 20 and 21, 2024 at Messe München. The fall edition is scheduled for October 23 and 24, 2024.

OUTLOOK: The incoming EU Green Deal legislation (& the NYFS+SAA) will disrupt the set-up of the textile industry. The most popular fabric will be affected by Supply Chain changes (old PET drinks bottles will be looped back into new bottles as opposed to downcycled into

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textiles); there will be penalties for using virgin fossil resources. Hence the theme for the Spring 2024 show is The Future of Polyester - Beyond the Bottle. Special workshops with Accelerating Circularity will run alongside the Innovation Zone, the Footwear Area, the Sustainability Lounge, the Expert Talks, & the Trend Forum.

The PERFORMANCE DAYS team wishes everyone a peaceful holiday season and a happy new year!