Texprocess 2013

Good perspectives for the second edition of the leading international trade fair

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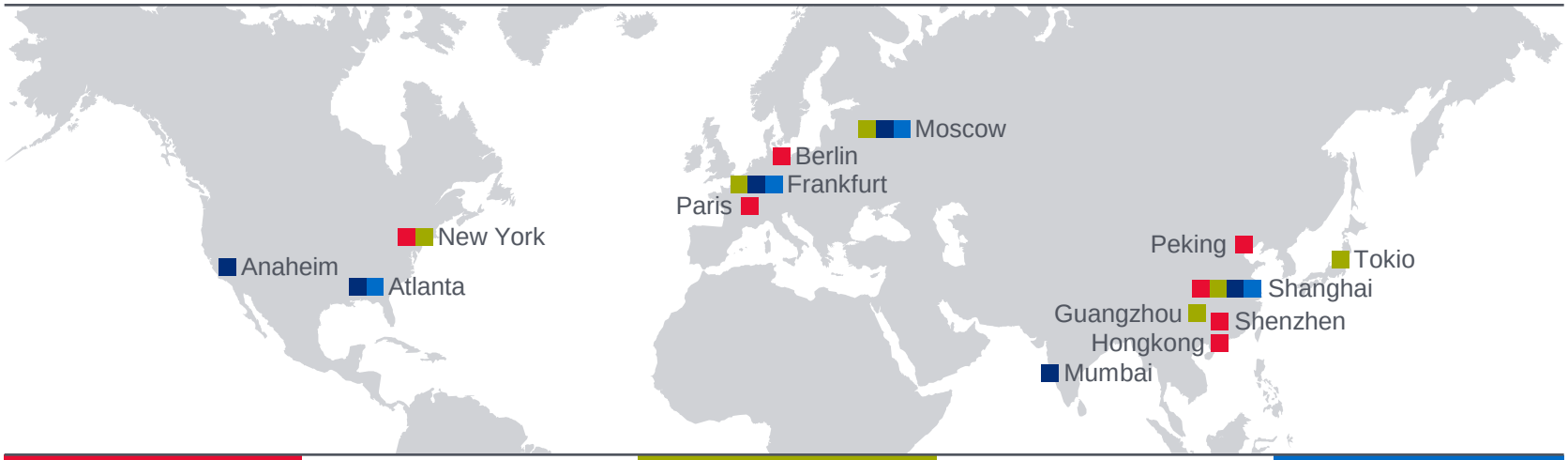
Press Conference
Istanbul, 12 February



Apparel Fabrics & Fashion

Paris | New York
TEXWORLD

Paris | New York
apparelsourcing

Beijing | Shanghai | Shenzhen
intertextile

Hong Kong
interstoff

Paris | Berlin
Ethical Fashion Show

Beijing | Shanghai
yarn expo

Berlin
GREEN showroom

Interior & Contract Textiles

Frankfurt | Moscow | Tokyo
heimtextil

Guangzhou | Shanghai
intertextile

New York
hometextiles sourcing

Tokyo
interiorlifestyle

Tokyo
IFFT interiorlifestyle living

Technical Textiles

Frankfurt | Atlanta | Anaheim
Moscow | Mumbai
techtextil

Shanghai
cinte techtextil

Textile Processing & Care

Frankfurt | Moscow | Shanghai
texcare

Frankfurt | Atlanta
texprocess

Date: January 2013

Texprocess – high-tech fair for the apparel and textile industry

- **Leading International Trade Fair** for Processing Textile and Flexible Materials

- **Texprocess** presents high-tech solutions and cutting-edge technologies for design, cutting, IT, sewing, joining, embroidery, textile dressing, finishing and logistics

- **High levels of internationality** on the exhibitor side: > 60 percent
  visitor side: > 50 percent

- **Conceptual partner**: VDMA Garment and Leather Technology

Good prospects for Texprocess 2013

- **New exhibitors from all parts of the textile-processing chain**

- **International marketing leaders** to take part. They include: Amann, Assyst, Brother, Coats, Dürkopp Adler, Expert Systemtechnik, Ferd. Schmetz, FK Group, Gerber Technologies, Gütermann, Human Solutions, Hornung Indupress, Kaiser Lutra Textilmaschinen, Kansai, KSL, Lectra, Juki, Macpi, Madeira, Martin Group, MorganTecnica, Sunstar, topcut-bullmer, Veit, Vibemac, X'ian Typical and ZSK

- **Expected in 2013**: around 330 exhibitors from 40 countries and 17,000 visitors*

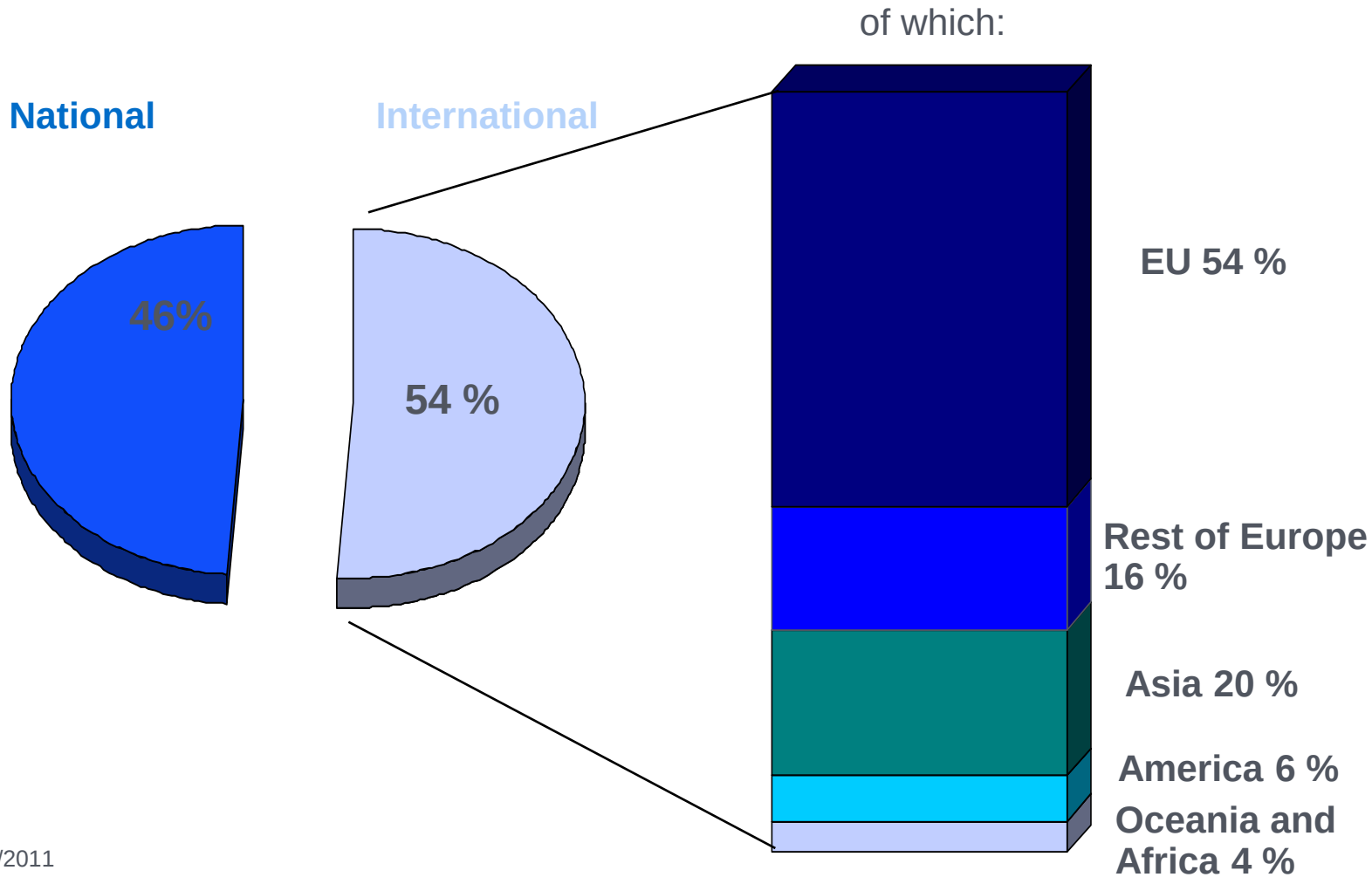
  * (including Techtextil visitors)

An overview of Texprocess visitor target groups

- Apparel industry
- Retail trade
- Processors of textile and flexible materials:
  - Manufacturers of functional apparel
  - Manufacturers of sports article and outdoor equipment
  - Manufacturers of upholstered furniture and mattresses
  - Manufacturers from the automobile and aerospace industries
  - Manufacturers of home and household textiles
  - Manufacturers of filters and packaging materials
  - Manufacturers of shoes and leather goods
- Services
- Handicrafts trade
- Science and training

Overlap with techtextil

Texprocess 2011: Visitor origins - international

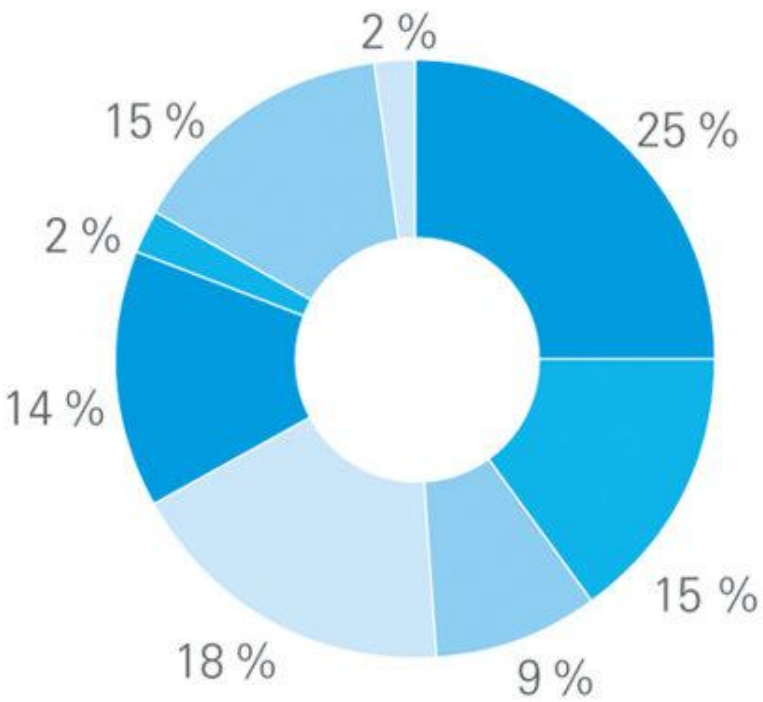


Date: 06/2011

Source: Messe Frankfurt

Texprocess 2011: visitors with a high level of decision-making authority

Occupational status of trade visitors



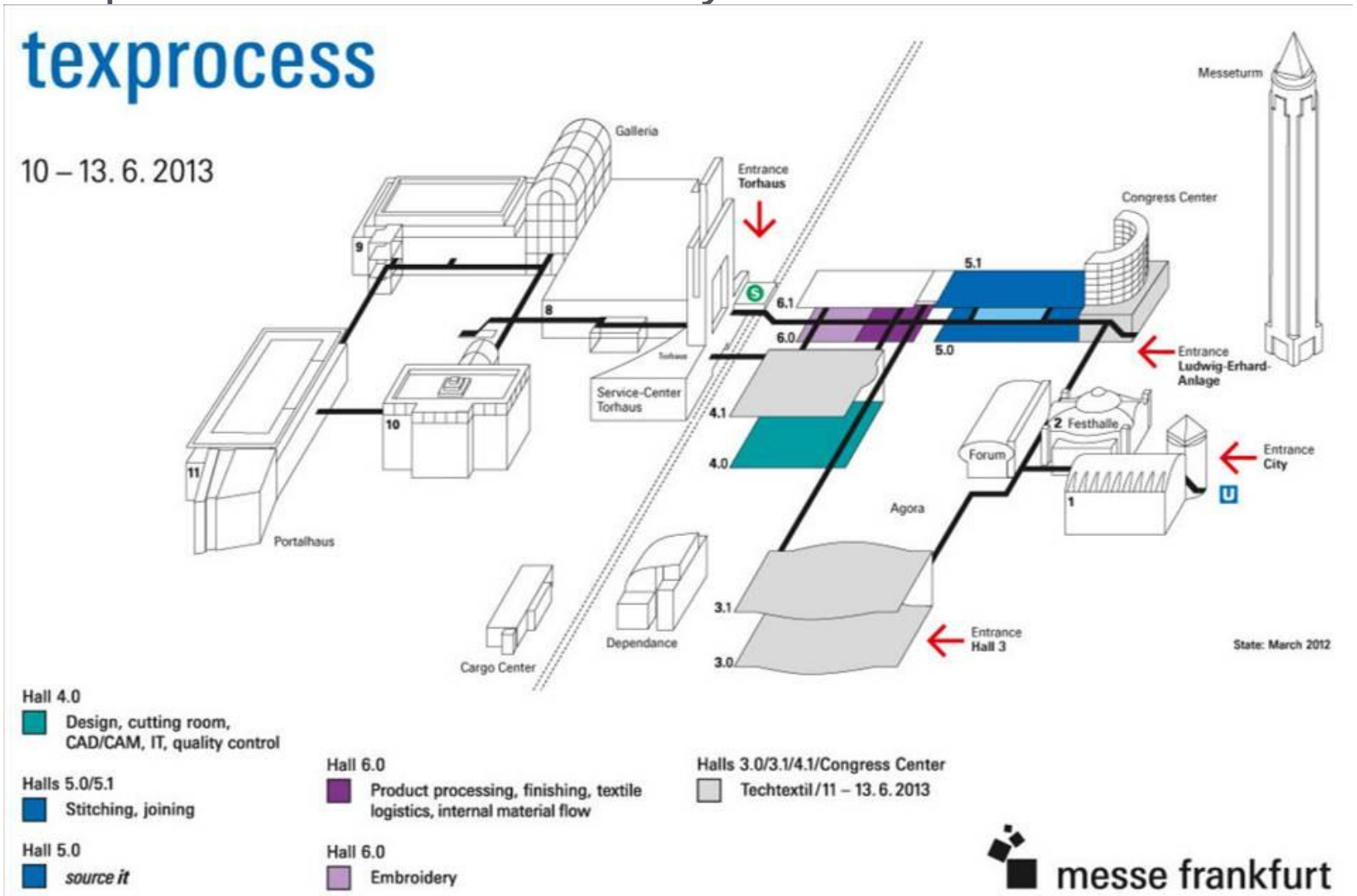
Top management: 49 %

25 %	**Self-employed entrepreneur**
15 %	**Managing director/executive**
9 %	**Division/General Manager**
18 %	Department head/group head
14 %	Employee
2 %	Lecturer, teacher
15 %	Trainee, student
2 %	others

Texprocess+Techtextil: a successful double

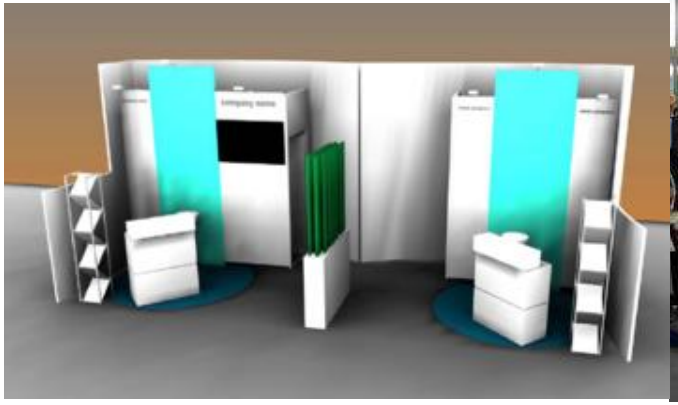
- **Combination of Texprocess and Techtextil meets the demands of the market**
- **Two fairs: twin benefits** for exhibitors and visitors
- **Unique range of products** across large sections of the textile value chain
- **Event double: exhibitors: 1,530 visitors: 36,000**

Texprocess 2013: new hall layout



Texprocess 2013: Hall 4

- Design
- CAD/CAM
- Cutting
- IT: IT@Texprocess: Successful Software Solutions for the Fashion Industry



Texprocess 2013: Hall 5

- Machines, accessories and supplies for sewing, embroidery and joining
- source it Sourcing platform for the fashion industry

Texprocess 2013: Hall 6

- Embroidery technology
- Finishing
- Textile logistics

Top themes in 2013

- **3-D simulations for fashion design**
- **Interdisciplinary IT solutions** for **process optimisation** and **traceability**
- High-tech for greater **energy efficiency** and **resource conservation**
- **Automation technologies**

Source it: sourcing for the fashion industry

- **Source it** presents national pavilions and production companies from the top sourcing countries
- **Added value for the fashion industry:** production companies and new technologies at the same event
- **Added value for contract manufacturing:** new orders and new technologies at the same event
- **In the middle of Hall 5.0**, in the immediate vicinity of the sewing and joining product segment
- **Online match-making platform**:
  i-tex - apparel sourcing system helps select suitable companies in advance of the fair

Comprehensive complementary programme supports knowledge transfer

– **Texprocess Forum:**
High-grade lecture programme on, inter alia, sourcing, sustainability, social standards, technology

– **Texprocess Innovation Award:**
Honours outstanding new exhibitor developments

texprocess innovationaward

– **Texprocess Campus:**
Careers

Strong partners

Exhibitor associations:

- VDMA Garment and Leather Technology
- SPESA - Sewn Products Equipment & Suppliers of the Americas
- JASMA – Japan Sewing Machinery Manufacturers Association
- CSMA - China Sewing Machinery Association

Visitor associations:

- IAF - International Apparel Federation
- EURATEX - European Apparel and Textile Confederation
- German Fashion Association
- Dialogue Textile Apparel

Preview: Texprocess Americas 2014

- Next event: 13 to 15 May 2014
- Concurrently with **Techtextil North America**
- Conceptual partner: SPESA – Sewn Products Equipment & Suppliers of the Americas

Multi-media service

- Easy, cheaper ticket via the internet
  as printed or smartphone ticket
- Free information service:
  regular newsletter for visitors
- Texprocess is active in Facebook, Twitter, YouTube

Texprocess Navigator
The free Texprocess App includes information about exhibitors and the event

Messe Frankfurt selected for the ‘UFI ICT Award’ by the Global Association of the Exhibition Industry (UFI) for the best smartphone app of the fair and exhibition industry

Thank you very much for your attention!