

## Press Release:

Ismaning, December 11<sup>th</sup>, 2018

PERFORMANCE DAYS © functional fabrics fair  
produced by Design & Development GmbH Textile Consult  
Mayerbacherstr. 32 | 85737 Ismaning | Germany  
phone: +49 89 9394 6060  
[www.performancedays.com](http://www.performancedays.com) | [info@performancedays.com](mailto:info@performancedays.com)



Simply spectacular! Visitors at the November Messe exceed all expectations

## **PERFORMANCE DAYS makes a brilliant debut at the Munich Fair Grounds!**

*No one ever really doubted that the relocation of PERFORMANCE DAYS to the Messe München fairgrounds would be a great success. However, that the numbers would ultimately "go through the roof" has even exceeded the expectations of the owners of the exhibition - the family Weichert: a phenomenal 3.201 visitors from 63 countries attended. The number of visitors in November 2017 was 2.001 visitors.*

PERFORMANCE DAYS has set one record after another in its ten-year history. The steady increase in the numbers of visitors and exhibitors convinced the family-owned company to relocate in its tenth year to the Messe München from the Munich M.T.C. Marco Weichert: "We are very proud to continue to lead this successful fair independently without outside investors."

### **Relocation boosts success**

The move was the right decision at the right time according to the fair organizers and the exhibitors and visitors agree. The number of visitors, recorded at 3.201, was significantly higher than the advance forecasts. Hall C1 of the Messe München provided more floor space for about 100 new exhibitors than at the last fair in the M.T.C. Both long time exhibitors and first time exhibitors reported above average satisfaction with the progress and services at the fair. Visitors joined in sharing this positive impression.

### **Attractive supporting program**

Crowded aisles and boulevards reflected the fair's attractive offers. The four boulevards hosted the PERFORMANCE FORUM with the PERFORMANCE WALL, the FOCUS TOPIC with the Marketplace, the areas for Expert Talks and panel discussions, as well as one for catering. Looking back with satisfaction, fair manager Stefanie Sacherow said: "We put a lot of thought into how to arrange the hall and the boulevards. From the beginning, we definitely wanted to transfer the relaxed atmosphere of PERFORMANCE DAYS over to the grand hall of the Messe München." This was achieved with great success. The Expert Talks were once again a major attraction. Right up to the last panel discussion on the second day, not only were all seats occupied, some people were even standing in the floor. The Focus Topic "Water - Our Responsibility" covered a controversial yet important subject and received a lot of praise. The main points were comprehensively explained, the most innovative fabrics displayed, and the outstanding, sustainable, and water-saving fabric was named the winner of the ECO PERFORMANCE AWARD. The Expert Talks and panel discussions addressed these topics on the second day of the fair.

### **Interesting news and info provided online - 365 days a year**

If there was no opportunity to hear the lectures or to sort all the forum materials, it can be done online throughout the year on the PERFORMANCE DAYS website. The fabrics from all past forums can be viewed and the Expert Talks are provided as PDF or audio files.

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### **Nearly all exhibit booths for May 2019 sold out shortly after the November event**

Exhibitor registrations have re-opened for the next trade fair in Hall C6 at Messe München on May 08-09<sup>th</sup>, 2019. Demand is extremely high and indications are that the spring edition is sold out by Christmas. Accordingly, PERFORMANCE DAYS can truly claim to be the world's leading trade fair for functional fabrics and sourcing for the sportswear and fashion industry. The recipe for success concerning exhibitors remains the same even with the increasing numbers: Exhibitors represent an even split between Asia and Europe and other parts of the world.

**Visitors are invited to save the dates May 08-09<sup>th</sup>, 2019 on their calendars for a visit to Hall C6 from the northeast entrance.**

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### **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, sports fashion designers, product managers, purchasing managers, and decision-makers (see online: [Visitor List](#)) of almost every European active clothing, functional wear brand and sportive fashion collection, can find a complete selection of high quality materials available at just the right times in April/May and November. The dates are intentionally scheduled early 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 well-grounded overview of the new materials, trends, and innovations by the exhibitors. The [PERFORMANCE AWARD](#) and the [\(ECO\) PERFORMANCE AWARD](#) are also presented here.

Qualified guest speakers present special topics and discuss their collaborative ventures in [guided tours, workshops](#) and [expert talks](#) completing the broad range of information provided at PERFORMANCE DAYS. Find the speeches after the fair is over 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)

### **About Functional Fabric Fair powered by PERFORMANCE DAYS**

In partnership with [Reed Exhibitions](#), PERFORMANCE DAYS® launches the U.S. sourcing event [“Functional Fabric Fair powered by PERFORMANCE DAYS”](#) for the very first time in 2018. Staged in the Javits Center, New York, the event for high performance functional fabrics and accessories will exhibit the latest development trends in the functional textile industry and provide an opportune marketplace for the sourcing of high performance functional fabrics and accessories in the United States. The event will include exhibits, workshops, industry presentations and professional networking and matchmaking programs. The next fair in New York takes place July 22-23<sup>rd</sup>, 2019.