

Press

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Heimtextil
International Trade Fair for Home and Contract Textiles
Frankfurt am Main, 11-14 January 2012

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Heimtextil 2012: Sustainability is and will remain an important issue

“Sustainability” and “Green Hospitality” lecture series with renowned speakers

Updated Green Directory of exhibitors and parallel special show “Green Exhibition – let it grow!”

Sustainability is and will remain an important issue for Heimtextil and its industry. According to a 2010 study commissioned by Messe Frankfurt, the market segment for sustainable textiles continues to enjoy above-average annual growth of roughly 10 percent worldwide. And 81 percent of all visitors to the most recent Heimtextil in January 2011 rated the topic as important. All the more reason for the organisers of this leading flagship fair to again focus on sustainably produced textiles at the upcoming event from 11 to 14 January 2012.

Environmental awareness and responsibility are increasingly being demanded by consumers. Hardly any other concern has impacted the market so quickly. “Our goal is to systematically focus greater attention on sustainable products at our international textiles fairs, as we observe ongoing strong interest in the ecological segment”, announced Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. “Green issues will be a recurring theme throughout the fair as a result.”

New lecture series: “Let’s talk about...”

One of the key topics featured in the new “Let’s talk about...” lecture area in the foyer of Halls 5.1/6.1 will be sustainability, and trade visitors can look forward to an interesting series of talks on the first day of Heimtextil. Independent NGOs, associations and companies will provide insight into what sustainable materials are available, what a transparent supply chain might look like and how new social

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awareness can influence consumer behaviour. The lectures on the second day will also explore environmental issues: "Green Hospitality – the balance between environmental and economic interests". How can sustainable concepts for furnishing hotel and restaurant interiors be achieved? Renowned speakers will give practical tips and suggestions for responsible contract business.

Green Directory and special show

As in 2011, the Green Directory will once again be published for Heimtextil 2012. The directory gives an overview of exhibitors and products with outstanding environmental quality or sustainable manufacture. These companies are also marked with a logo in the general Heimtextil catalogue. The stands of exhibitors listed in the Green Directory will display a special sign. A special show entitled "Green Exhibition – let it grow!" will also run in parallel in Hall 11.1 at the Portalhaus entrance, where the Stijlinstituut Amsterdam, a member of the Heimtextil Trend Table, will showcase ecological materials. The rapid growth of the green sector will be addressed and visualised for trade visitors and exhibitors alike. The designers have come up with a colourful presentation to highlight the creative power of sustainable and modern design.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 448.3 million euros in sales and more than 1,600 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 87 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com