

**JAM Cologne : Successful German Order Fair with Growing International Influence**

The JAM, after two successful fairs transferred already from the M,O,C, Center in Munich to the significantly bigger Rheinpark-halls in Cologne, was able to show on the JAM Cologne Spring/Summer 09 ([www.jamcologne.com](http://www.jamcologne.com)) from 13 to 14 July a successful debut. The altogether 7,200 trade visitors and the nearly 300 exhibiting Denim- and Young Fashion-brands are a clear proof for this, a quantitative and qualitative improvement of the event. Germanwings presented itself as official JAM-Airline with the motto "Style to the top!".

Project manager Sebastian Klinder from the organizer ([www.munichfabricstart.com](http://www.munichfabricstart.com)) Munich Fabric Start told Textination after an all-day fair visit in an interview that this German order fair has increasing international influence. Of the total of visitors already 10% came from abroad, with focus on the countries Austria, Switzerland, the Netherlands, Belgium and Luxemburg. The new big event-hall – at ground level and the first floor – impresses with their interesting looking red brick structure and the roofed round arches to the outside captivates. High ceilings, daylight – sun-drenched – brings the product fully to its best advantage, accessories like elaborately designed belts, funky handbags and fancy shoes.

The standardized and open stand system, on which the collections were in the fore - these were separated from the neighboring stands only by flexible head-high canvas wall – gave the visitor a good overview over the busy fair activities. At the back of the building a garden restaurant with moderate prices – surrounded by a nice park – supplied relaxation for the fair

guests. The front also invited with deck chairs, drink bars and musical acts to a stay.

According to Klinder these open stands will remain this way by all means with further events. The work fair – supported in the halls by several coffee bars, where Espresso and Cappuccino was served at no charge – was characterized by a positive and lively atmosphere. In Cologne at the bank of the river Rhine predominated a spirit of optimism, since the JAM develops to a dynamic Denim- and Young Fashion platform and profits, compared to the former location Munich, now from its being in the geographic middle of Germany. Klinder stressed in the conversation that the JAM is really an order event, where in July in Cologne nearly all exhibitors have written good orders. For example the company

Firetrap was able to register 22 new customers on the first day of the fair even. A diversity of visitors had been present, even big clothing stores like Engelhorn, Breuninger, P & C and other renowned names were present. For this event more than 15,000 retailers had been written to. At the next JAM with one additional day from 1/30/09 to 2/1/09, wished for from the exhibitors, they plan to win also increasingly buyers from Eastern Europe like Poland and Hungary by specific marketing advertisements. The fair with their largely commercial focus wants to grow further, however, in an organized way according to the wishes of visitors and exhibitors.

The current total exhibition area in the Rheinpark-hall of more than 20,000 sqm can be extended according to Klinder for the JAM fair in January 2009 by 25% to more than 0525,000

sqm. Starting July next year the German organizer would also have the total of the Cologne fair halls at their disposal – if the market wishes that. Onno Vos, International Sales Director of the dutch exhibitor gsus industries deutschland ([www.g-sus.com](http://www.g-sus.com)) , told Textination that they will surely come to the next JAM, since here a professional atmosphere is provided and the German company team can concentrate entirely on the German customers. They said that these reacted positively to the new collection – a mixture between St. Tropez and Rio de Janeiro. The “Beach at the

Rhine” (JAMsession at the first day of the fair with about 1,000 guests) scored with a cool atmosphere and the opportunity to connect fun with business, as was stressed. Altogether, the exhibitors consulted by Textination said they would come back and they thought in unison, the old event in a new robe was a humdinger.

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