

Press Release

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## Heimtextil 2021 to be held in May

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**The next Heimtextil has been postponed from January and will now be held concurrently with Techtexsil and Texprocess 2021 in Frankfurt from 4 to 7 May 2021. This will result in exciting synergistic effects for the sector.**

The current situation with respect to the corona pandemic and the associated international travel restrictions have caused Messe Frankfurt to postpone the next Heimtextil, the world's biggest trade fair for home and contract textiles, from the planned dates in January until 4 to 7 May 2021. "The bulk of the international home and contract textiles sector want us to hold Heimtextil 2021. Many companies are hoping to give their businesses a boost by taking part in the fair following the restart. And we consider it a greater obligation than ever before that we play our part in this", explains Detlef Braun, Member of the Executive Board of Messe Frankfurt. "However, the current travel restrictions and the renewed increase in the number of infections represent a big hurdle for our very international trade fair. We are in constant contact with our exhibitors and the appropriate authorities and will do everything in our power to ensure a safe and successful Heimtextil 2021."

Over 90 percent of exhibitors come to Heimtextil in Frankfurt from outside Germany. As part of the preparatory work for an international trade fair of this kind in January, it is necessary, for example, to commission stand-construction companies, ship the goods and book flights and hotels in September. Thus, in view of the current travel restrictions, holding Heimtextil 2021 in May instead of January offers greater planning certainty for all involved.

"The trend-oriented order cycles of the home and contract textiles sector require an annual event towards the beginning of the year. Techtexsil and Texprocess are biennial trade fairs and are next due to be held in May 2021. For Heimtextil, this is an opportunity to join forces with the two internationally successful textile trade fairs and present the entire textile value chain simultaneously at Frankfurt Fair and Exhibition Centre", says Olaf Schmidt, Vice President Textiles and Textile Technologies.

Additionally, holding Heimtextil concurrently with Techtexsil, the leading international trade fair for technical textiles and nonwovens, and Texprocess, the leading international trade fair for processing textile and flexible materials, offers a host of exciting synergistic effects for the

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sector.

The close proximity to suppliers and buyers of technical textiles and nonwovens with innovative functionalities, as well as machines and the latest technologies for processing textile and flexible materials, is certain to generate interesting new perspectives for both visitors and exhibitors of Heimtextil. Indeed, the two textile fairs already aim at the home-textile sector with the 'Hometech' segment.

"We are confident that the situation with respect to the corona pandemic will have eased significantly by May, next year, and are looking forward to holding a successful and safe event together with our partners from the sector", says Olaf Schmidt.

### **NEW: Nextrade – the digital market place**

For the first time, Messe Frankfurt will provide a supplementary digital service in connection with Heimtextil 2021: Nextrade, an order and data-management portal offering new opportunities through digital 24/7 business relationships between trade-fair participants, especially against the background of the Covid-19 pandemic.

There, dealers can place their orders with suppliers around the clock and, therefore, do so independently of any official pandemic regulations applying at the time. Nextrade also offers suppliers completely new sales and distribution channels, especially internationally.

Nextrade was launched in conjunction with the Ambiente, Tendence and Nordstil consumer-goods and lifestyle trade fairs. As the first digital B2B market place for home and living, the portal brings together demand and supply from the whole sector and thus produces great value added for both sides: [www.nextrade.market](http://www.nextrade.market)

### **Techtextil / Texprocess**

At the biennial Techtextil, the leading international trade fair for the sector in Frankfurt am Main, international exhibitors present the complete spectrum of technical textiles, functional apparel textiles and textile technologies for all areas of application. Techtextil is held concurrently with Texprocess, the leading trade for the garment and textile processing industry, which is aimed primarily at manufacturers of garments, fashions, upholstered furniture and leather products.

Heimtextil will open its doors from 4 to 7 May 2021.

### **Press releases & images:**

[www.heimtextil.messefrankfurt.com/journalists](http://www.heimtextil.messefrankfurt.com/journalists)

### **Social media:**

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)

[www.heimtextil-blog.com](http://www.heimtextil-blog.com)

[www.facebook.com/heimtextil](https://www.facebook.com/heimtextil)

[www.twitter.com/heimtextil](https://www.twitter.com/heimtextil)

[www.youtube.com/heimtextil](https://www.youtube.com/heimtextil)

[www.instagram.com/heimtextil](https://www.instagram.com/heimtextil)

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International Trade Fair for Home and  
Contract Textiles  
Frankfurt am Main, 4 to 7 May 2021

**Information about the protection and hygiene concept of Messe Frankfurt:** [www.messefrankfurt.com/hygiene](http://www.messefrankfurt.com/hygiene).

**Information for exhibitors about Covid-19 and the resulting measures for Heimtextil 2021:**  
[www.heimtextil.messefrankfurt.com/covid19](http://www.heimtextil.messefrankfurt.com/covid19)

**Newsroom:**

Information from the international textile sector and about the textile trade fairs of Messe Frankfurt worldwide:  
[www.texpertise-network.com](http://www.texpertise-network.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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