

Press Release

June 2021

Heimtextil 2022: good prospects for the re-start

Edda Simon
Tel. +49 69 7575-3530
edda.simon@messefrankfurt.com
www.messefrankfurt.com
www.heimtextil.messefrankfurt.com

The plans for the coming Heimtextil are being drawn up against the background of an optimistic perspective for 2022. A promising number of registrations and a positive echo from the sector are encouraging signals for the restart in seven months.

The sector is raring to go and yearning for a return to the international stage. Personal discussions, physical product presentations and valuable inspiration – the call for an international and multifaceted meeting place for the sector is loud and clear seven months before the next scheduled edition of the trade fair. At present, the falling corona infection rates, as well as the associated moves to relax restrictions and open up businesses, offer good reason for optimism at home and abroad. “At last, we can see light at the end of the tunnel. And, although this is no reason for euphoria, it gives us a solid ground for taking a positive approach. We have excellent contacts to our international customers who have expressed a great need for personal encounters, a direct exchange of information and new impressions”, says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt. This is also reflected by the reassuringly high number of registrations already received after more than a year of pandemic and with seven months still to go before the leading trade fair for home and contract textiles opens its doors again. Thus, around 80 percent of exhibitors at Heimtextil 2020 are interested in taking part in the coming edition of the fair.

Trend Space: tomorrow’s furnishing trends

For visitors interested in design, the highlight of the programme of events in 2022 will once again be the Trend Space inspiration area in Hall 4.0. The coming edition will show how the pandemic has changed our lives and, therefore, the way we furnish our homes. In this connection, particular attention will be given to the mega subject of ‘new work’, which will be viewed with new facets. As in the past, the director of the Trend Space is Anja Bisgaard Gaede and her team from SPOTT Trends & Business.

Digital service to supplement the trade fair

Digital services will supplement the spectrum of products to be seen at Heimtextil 2022 in Frankfurt. In planning are live streams and online contributions from the programme of lectures. They will cover a variety of topics, such as ‘sleep’, the Heimtextil Trends and Interior.Architecture.Hospitality, the service for (interior) architects and hospitality experts. Lectures will illuminate the sustainability theme and

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

the Future Materials Library. Nextrade, the order and data-management portal, is another digital service offered by Messe Frankfurt and provides an around-the-clock business relationship between dealers and suppliers. As the first digital B2B marketplace for home and living, Nextrade brings together demand and supply from the entire sector and thus creates significant value added for both sides:

www.nextrade.market

Press releases & images:

www.heimtextil.messefrankfurt.com/journalists

Social media:

www.heimtextil.messefrankfurt.com

www.heimtextil-blog.com

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

www.instagram.com/heimtextil

Newsroom:

Information from the international textile sector and about the textile trade fairs organised by Messe Frankfurt around the world can be found at 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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020, following sales of €738 million in 2019. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020