

Press Release

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## Techtextil and Texprocess 2021: hybrid event, sharper profile and change in exhibition halls

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**The two leading international trade fairs for technical textiles and nonwovens and the processing of textile and flexible materials are optimistic with a view to the coming editions in Frankfurt am Main from 4 to 7 May 2021. Both fairs have announced a variety of changes including supplementary digital features, a comprehensive hygiene and safety concept, new claims and a move to new exhibition halls.**

International suppliers of technical textiles and nonwovens, as well as machines for processing textile and flexible materials, will once again get together in Frankfurt am Main for Techtextil and Texprocess from 4 to 7 May 2021. Against the background of the worldwide corona pandemic, the organisers, Messe Frankfurt, are optimistic about the prospects for the coming events.

“The current Covid-19 situation presents a number of challenges for Techtextil and Texprocess. Although we assume that the situation will have improved by the time of the coming editions, we cannot be certain. Therefore, we are planning both fairs on the basis of Messe Frankfurt’s current hygiene and safety concept. The number of registrations received and the echo from the sector give us good reason to be very positive. There is a great demand for personal interaction and the chance to see innovations in action”, says Olaf Schmidt, Vice President Textiles and Textile Technologies, Messe Frankfurt.

### **New communication orientation and revised hall planning**

Techtextil and Texprocess will further sharpen their profiles with reoriented communication measures for the coming fairs. In the first stage, both events are being given new subtitles. From now on, Messe Frankfurt will promote Techtextil with the subtitle ‘Performance. Function. Future.’ and Texprocess with ‘Technology. Efficiency. Progress.’, thus giving greater emphasis to the dynamic and innovative nature of the sector.

There will also be changes in the location of the two fairs. In 2021, they will move to the western section of Frankfurt Fair and Exhibition Centre for the first time and occupy Halls 8, 9, 11 and 12.

### **Comprehensive hygiene concept**

The current Covid-19 situation means restrictions on major events are also likely in the future. Therefore, the focus of the plans for Techtextil

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and Texprocess in May 2021 is on the health and safety of exhibitors, visitors, partners and members of staff. Messe Frankfurt works on the basis of a concept that embraces detailed hygiene, medical and organisational measures. Hygiene, distancing and the supply of fresh air are important factors in the concept that Messe Frankfurt coordinates continuously with the appropriate public authorities. Exhibitors of Techtextil and Texprocess receive information and recommendations for the presentations, based on the latest rules and regulations.

Topical information about the protection and hygiene concept of Messe Frankfurt can be found at <http://techtextil.com/hygiene> and <http://texprocess.com/hygiene>. Additionally, there is a **Corona Hotline**, on **+49 69 7575-6699** open daily Monday to Friday between 08.00 and 16.00 hrs with information about all works and measures being taken by Messe Frankfurt for holding events during the corona pandemic.

### **Numerous new features – physical and digital**

In addition to the exhibitor presentations at Techtextil and Texprocess, the two fairs will once again be supplemented by a variety of events, highlight themes and special features. Apart from the physical events planned, the two fairs will place greater emphasis on complementary digital features for exhibitors and visitors. They include, for example, live streams from conferences, new digital presentation options for exhibitors and opportunities for digital matchmaking between exhibitors and visitors.

New: Texprocess will show the future of denim processing at the first 'Denim Future Factory', with particular emphasis being given to sustainability and the growing luxury segment for denim products. The subject of sustainability itself will also be expanded at both trade fairs by spotlighting exhibitor products and environmentally-friendly ideas that, although not certified, are boosting sustainability in the sector. Additionally, the Techtextil and Texprocess Innovation Awards honour sustainable innovations. The programme at Techtextil will be rounded off by a new fashion show focusing on smart and functional textiles. As always, the two trade fairs will also provide a forum for high-grade experts in lectures, workshops and panel discussions.

### **Heimtextil to be held concurrently with Techtextil and Texprocess for the first time**

For the first time in May 2021, Techtextil and Texprocess will share the Exhibition Centre with Heimtextil, the world's biggest trade fair for home and contract textiles. The background to the postponement of Heimtextil is the current coronavirus situation coupled with the associated international travel restrictions. Although Heimtextil is normally held in Frankfurt am Main every January, next year represents a unique opportunity for it to join forces with Techtextil and Texprocess, and present additional synergistic effects along the textile value chain at the same time and place. By holding all three fairs concurrently, trade visitors will be able to obtain a comprehensive overview of functional materials for home and contract textiles, including the processing stages. Indeed, Techtextil and Texprocess already aim at the home-textile sector with the 'Hometech' segment.

Techtextil Texprocess

Frankfurt am Main, 4 to 7 May 2021

The biggest ever editions of Techtexsil and Texprocess were last held in Frankfurt in May 2019 and attracted a total of 1,818 exhibitors from 59 countries and around 47,000 trade visitors from 116 nations.

**Press releases & images:**

[techtexsil.messefrankfurt.com/frankfurt/de/press](http://techtexsil.messefrankfurt.com/frankfurt/de/press)

[texprocess.messefrankfurt.com/frankfurt/de/press](http://texprocess.messefrankfurt.com/frankfurt/de/press)

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**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).