

Why Heimtextil Russia?

- One and only specialized trade fair in Russia dedicated to the full range of home and interior textile
- The largest International business platform in Russia for the professionals of textile industry from all over the world
- European standards of organization combined with the deep knowledge of the Russian market



HEIMTEXTIL RUSSIA IN FIGURES

Visitors

17 873

specialists from all regions of Russia

- Wholesalers
- Importers, distributors
- Exporters
- Manufacturers
- Retailers
- Hotel and catering industry
- Designers, decorators, architects

80% decision makers



Exhibitors



247 companies



from over **22** countries



84% of exhibitors positively assessed Heimtextil Russia 2017

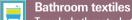


78% plan to participate in Heimtextil Russia 2018

PRODUCT GROUPS



Bed linen, pillows, blankets, mattresses, throws, plaids, bedspreads, decorative cushions



Towels, bath mats, bathroom curtains, bathrobes and slippers, bathroom accessories

Kitchen textiles

Table linen, table decorations, accessories, kitchen linen, textile kitchen accessories, coated table coverings

Window decoration

Curtains, curtain rods, accessories, fittings

Fabrics for interior decoration

Wallpaper and wall decoration

Furniture fabrics, leather

Carpets and textile flooring

Sun protection systems
Indoor and Outdoor

Textile for children / NEW!

Bed linen, pillows, blankets, mattresses, cocoons, diapers, sleeping bags, textile toys

Hotel and catering textiles / NEW!
Bedroom textiles, fabrics for interior
decoration, bathroom textiles, table textiles

Digital print on textile / NEW!
Digital print machines, fabrics for printing,
accessories

ADVANTAGES FOR EXHIBITORS

ADVANTAGES FOR VISITORS

- Direct contacts with the key buyers, distributors, importers, large retail chains, representatives of hotel and catering industry, designers and decorators from all regions of Russia
- B2B meetings with representatives of the key buyers and large retail chains
- Increase of sales volume and inclusion of the vast and highly potential Russian market into your sales geography

The latest collections and novelties of home and interior textile from all over the world:

- ▶ European Style (country pavilions and individual stand presentations from Europe)
- ▶ Turkey. Discover the potential (country pavilion and individual stand presentations from Turkey)
- Asian Selection (country pavilions and individual stand presentations from Asia)

Special supporting events on the exposition:

- ▶ Guided tours for various professional groups
- ▶ B2B meetings and matchmaking programmes

The most diverse and informative Fringe programme on the market:

- ▶ Platform for business oriented conferences and discussions
- Design Academy with lectures on the latest trends in the world textile industry, topically designed Concept Area, practical workshops from the leading design schools, professional design contests

MORE BENEFITS FOR EVERYONE!

- Convenient location, easy access to transport infrastructure and free parking
- Perfect organization and clear navigation on the grounds



SPECIAL EXPOSITIONS

- Hotel and catering textiles features a full range of textile products, specially designed for use in hotels, restaurants and cafes
- Digital Print exposition includes companies offering digital print machines, fabrics for printing, accessories and services
- Wallpaper Bar pavilion presents companies with a wide range of wall decoration products
- Design Laboratory is a separate area for textile designers to present their textile prints and find a manufacturer for their implementation



EXHIBITORS ABOUT HEIMTEXTIL RUSSIA 2017

Bahtyar Ahmed, Deputy Director

Trade Development Authority of Pakistan

In my view, this show is a fruitful and beneficial one for the Pakistani companies. Many buyers and distributors mostly from Russia have visited all our booths. We have held good negotiations. When I go back to Pakistan, I will recommend that our government should continuously participate in this event. We have achieved our goals, and all our exhibitors are happy. The show is well-organized, and we will surely take part in it next year.

Elena Nuzhdova, Head of Wholesale Department Trekhgornaya manufactura (Russia)

We have a positive impression, everything was very stylish and perfectly organised.
Our expectations and goals regarding market expansion and finding new customers have been satisfied, we have managed to make new contracts.

Maria Morozova, Head of Sales Department Hobby Textile (Russia, Turkey)

Being official representatives of the Turkish manufacturer OZANTEKS, we are taking part in Heimtextil Russia not for the first time. This year more visitors were interested in our products. During the first two days there were many representatives of companies from distant regions of Russia. We also have good impressions about the organization of the fair.

Ekaterina Ovcharova, Director of Representative office in Moscow SAFECO (France)

SAFECO is a French manufactory of interior and furniture fabrics. We have participated in the fair for the first time. We have presented our company on the Russian market and have attracted a lot of new clients. We are very pleased with the fair and its organization, everything went very well.

Sergei Ushakov, Head of Sales Department Sofi De Marco (Russia)

We are pleased with the organization of the fair. Visitors really liked our booth. We have participated in Heimtextil Russia for the third time. The fair helps us to expand the geography of our market and to increase turnover of our products.

Stephan Hase, International Sales Manager Hefel (Austria)

This is the fifth time that we have participated in Heimtextil Russia. Our main goal is to expand the market in Russia. We have a general impression that this year the fair was more active than in the past. Next year we are also going to take part in it.

Vladlena Savelieva, Marketing Manager Nissa Stensart (Russia)

Our company, clients and suppliers are satisfied with Heimtextil Russia 2017. Geography of the visitors was quite widespread, there were not only traditional industry leaders such as Russia, Belarus, Ukraine, Moldova, Azerbaijan, but also companies from Europe and Asia. Our participation in Heimtextil Russia was successful for us and we commend its team for the perfect organization.





INTERIOR AND CONTRACT TEXTILES

Heimtexti

8–11 January 2019 Frankfurt am Main, Germany

Intertextile Shanghai Home Textiles

Spring Edition 14–16 March 2018 Shanghai, China

Interior Lifestyle Tokyo / Heimtextil Japan

30 May–1 June 2018 Tokyo, Japan

Heimtextil India

27–29 June 2018 New Delhi, India

Home Textiles Sourcing

25-27July 2018 New York, USA

Intertextile Shanghai Home Textiles

Autumn Edition 27–30 August 2018 Shanghai, China

IFFT/Interior Lifestyle Living

14–16 November 2018 Tokyo, Japan

Heimtextil Russia 2018

International Trade Fair for Home Textiles, Floor Coverings and Interior Furnishings 18–20 September 2018 IEC Crocus Expo Moscow, Russia



ORGANIZER



Messe Frankfurt RUS +7 (495) 649 87 75 heimtextil@messefrankfurt.ru www.heimtextil.ru www.texpertise-network.com/heimtextil