

Press Release:
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PERFORMANCE DAYS © functional fabrics fair
produced by Design & Development GmbH Textile Consult
Mayerbacherstr. 32 | 85737 Ismaning | Germany
phone: +49 89 9394 6060
www.performancedays.com | info@performancedays.com



PERFORMANCE DAYS launches new formats for upcoming October fair

Winter fair extends product range and exhibition space

The PERFORMANCE DAYS team is excited to be welcoming exhibitors and visitors once again at Messe München exhibition center on the 4th and 5th of October, 2023. Industry insiders can certainly look forward to a variety of innovation within the framework of the winter fair. The total exhibition space will be extended to accommodate the addition of the extended footwear range. Innovations, highlights and trends for the upcoming fall/winter 2025/26 season will be presented from now on not only in Hall A5, but also in Hall A6. In addition to the dedicated Footwear Area, the Innovation Forum, the Trend Forum and the Sustainability Lounge will not only shine in new splendor, but also showcase the latest and most exciting features.

Coinciding with the start of the winter fair in 2023, the PERFORMANCE DAYS team has come up with some innovation itself, with the event organizers placing the footwear segment in the limelight for a first time. As a result, the fair will no longer only take place in Hall A5, but will be extended with an additional hall in A6. In addition to the new Footwear Forum, both the Innovation und Trend Forum will receive a makeover. The Sustainability Lounge, dedicated to sustainable trends and developments at the heart of the trade show, has been completely redesigned and adapted accordingly. The program is rounded off with a “Duke Gin & Tonic Bar” and its accompanying food truck, the Outdoor Innovator Spotlight by Utah State University Area with its own exhibition “History of Membranes and Waterproof materials from the archive”, the familiar Expert Talks, as well as SAZsport’s sustain & innovate sustainability conference. Trade fair boss Marco Weichert is in an excited and positive mood as he anticipates the winter fair: “To date, more than 380 exhibitors have already been accredited for the upcoming PERFORMANCE DAYS in Munich. In October, we will be placing particular focus on the new Footwear Area, which is the reason we have had to expand the exhibition area to almost two halls. The industry is currently in a state of transition. Never before have topics related to technical innovations and new approaches in the field of membranes focusing on sustainable aspects been so essential and exciting. Visitors can look forward to a number of groundbreaking innovations and new developments.”

Trends & Innovations for the footwear industry: Footwear Area & Footwear Forum
From October 04 to 05, 2023, the event will no longer focus explicitly on sustainable functional textiles and accessories but is now setting its sights on the footwear market for a first time. From this winter fair onwards, suppliers of textiles and footwear will finally be able to meet up with decision-makers from international brands to present their solutions and build lasting relationships. Nina Conrad and Rucky Zambrano, two renowned industry specialists, have dedicated themselves to this topic by creating not only a footwear exhibition area, but also integrating a Footwear Forum into the fair.

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Up-to-date & a better overview: Trend Forum & Innovation Forum
In order to do even more justice to the innovative character of PERFORMANCE DAYS in the future, the fair has decided to provide visitors and exhibitors with a separate INNOVATION FORUM in addition to the PERFORMANCE FORUM, which will now be known as the TREND FORUM. As usual, the TREND FORUM will provide visitors with an inspiring and insider overview of materials, trends and innovations from exhibitors. This year's (ECO) PERFORMANCE AWARD will also be presented within this framework. Furthermore, the new INNOVATION FORUM will focus explicitly on never-before-seen, groundbreaking innovations and revolutionary products.

Developments in the sustainability sector: SUSTAINABILITY LOUNGE
With its own SUSTAINABILITY LOUNGE, PERFORMANCE DAYS offers the ideal setting for industry networking. The LOUNGE is intended to encourage exchange and discussion and to serve as an information platform. The focus is on developments, news, highlights, innovative projects and innovation related to sustainability issues.

Informative & innovative: Expert talks & sustain & innovate conference by SAZsport
The Expert Talks platform is a popular highlight each year. PERFORMANCE DAYS will once again provide an exciting program to choose from during the winter trade show. These include, as usual, Fabric Talk with Alexa Dehmel, the Trend Talk with Nora Kühner, as well as stimulating discussion rounds and lectures from experts. In addition to the Expert Talks, which take place on the first day of the fair (4.10.23), the sustain & innovate conference by SAZsport, which is scheduled for the second day of the fair (5.10.23), will focus on topics related to this year's focus topic "Revolution and Evolution from the Carbon Story to Membranes".

Save the date: Happy Hour on 04.10.2023!

Once again, PERFORMANCE DAYS invites you to a Get Together on the first evening of the trade show (04.10.23). Exhibitors and visitors to the fair will meet up for some industry networking and a chance to unwind at the Duke Gin & Tonic Bar.

PERFORMANCE DAYS: Register now for free!

Register now for The Loop and make sure to get your complimentary ticket for the PERFORMANCE DAYS fair in Munich on the 04 and 05 of Oktober. All innovative materials are available online in the PERFORMANCE DAYS Loop Marketplace with the opportunity to order free samples directly from exhibitors. Happy Sourcing! <https://www.performancedays.com/the-fair/visit/register-now.html>