

TEXWORLD EVOLUTION

PARIS



Press release
Paris, 16 February 2023

Texworld Evolution Paris received nearly 8,000 visitors from 115 countries during its February 2023 edition, a sign of the resumption of business between the European fashion industries and the major sourcing countries. The date is set for the summer edition, which will take place from 3 to 5 July at the new venue in Paris, Porte de Versailles Expo Centre, where some 1,300 exhibitors are expected.

Strong growth in attendance

After three years of crisis, the alleys of *Texworld Paris* and *Apparel Sourcing Paris* have finally returned to a level of attendance and activity comparable to the great editions of *Texworld Evolution Paris*. Nearly 8,000 professional buyers - a near three-fold increase compared to February 2022 - came to meet the 750 exhibitors grouped together in Hall 4 of the Paris - Le Bourget Exhibition Centre. This significant increase demonstrates *Texworld Evolution Paris'* ability to respond to the reopening of business flows with the major textile sourcing countries.

This edition, which was very international, was highlighted by the return of Chinese exhibitors. After a 3-year absence, nearly 450 companies, weavers and garment makers, came to meet international and especially European buyers. Overall, it was an edition that reflected the long-awaited reopening to the world with the comeback of Indian, Indonesian, but also Korean or Bangladeshi manufacturers. Turkish manufacturers, with 122 companies present this year, including 94 grouped under the national pavilion led by the Istanbul Chamber of Commerce (ITO), were also prominent.

Leading actors

The expansion of the offer was also reflected in the structure of the visitor base, which was very international: the proportion of foreign visitors reached 85%, compared to 65% a year ago. If the French remain the most important presence, English, Turkish, Italian, Spanish and Dutch buyers dominate the Top 5 of foreign visitors, ahead of Germans and Americans. Another sign of this renewed atmosphere was the presence of major stakeholders such as the Inditex group, River Island, Marks&Spencer, Mango, ASOS or C&A, who came to discover the displayed offer and negotiate contracts for the next season.

Dynamic exchange

From the first day, the dynamics of the trade were perceptible. Buyers, who have tended to reorient their sourcing strategy since the arrival of inflation over the long term by sourcing more from Asia and the Mediterranean region, came to get inspiration for trends and finalise their collections. Turkish weaver *Segovin*, which offered a wide range of silky fabrics at the Elite area of *Texworld Paris*, had three very busy days. At *Apparel Sourcing Paris*, *ReshaMandi*, the Indian specialist in natural fibre for Womenswear, saw more customers in a single day than at the show last July. *Sesil*, the Pakistani manufacturer of technical sportswear and supplier to

a major French sports brand, was quite popular among buyers of major European brands when presenting its new casual range.

« *The success of this edition shows our ability to adapt, underlines Frédéric Bougeard, President of Messe Frankfurt France. It also shows that our fairs are open international sourcing platforms. And they will remain so. The offer must stay organised according to the expectations of buyers, who come here to find quality industrial know-how to produce their collections in the best conditions and at the best price. Our objective is to always make this offer accessible and visible* », he concludes.

1,300 exhibitors are expected from 3 to 5 July at the Porte de Versailles

As part of this strategy - to make the offer more accessible - *Texworld Evolution Paris* has decided to move all its summer editions to Paris intra-muros: From 3 to 5 July, *Apparel Sourcing Paris*, *Avantex Paris*, and *Texworld Paris* as well as the *Leatherworld* offer will be held on 45 000 m² in Hall 1 of the Porte de Versailles Exhibition Centre (compared to 25 000 m² for the February 2023 edition). Nearly 1,300 exhibitors are expected, with an increased participation of Chinese, Indian, Turkish, Korean, Vietnamese, Ghanaian and Ethiopian manufacturers.

« *This configuration will also offer two days in common with the dates of the International Lingerie trade show & Interfilière organised by WSN (Who'Next), the professional platforms for the sourcing of materials and accessories for the lingerie, sportswear and swimwear markets, which will be held from 2 to 4 July. This strategic choice was made in response to strong demand from buyers, who want to be able to take advantage of an extended sourcing platform at this time of year, just minutes from Paris. This will be an opportunity for us to celebrate our 25th anniversary in a new arrangement, with more services, which will bring emulation to the market*», emphasises Frédéric Bougeard.

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.htm>

Providing maximum convenience for visitors, *Apparel Sourcing*, and *Texworld Paris* belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside *Avantex* and *Leatherworld* which take place only once a year during July session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

Texpertise, the textile business network, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. *Texpertise Network* covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

Background information: Sustainable Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models.

The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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

With its headquarters 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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** Preliminary figures for 2022*

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