

heimtextil

COLOMBIA

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Messe Frankfurt Exhibition GmbH

feel TEXTILES OFFLINE

LIVE IN
MEDELLIN

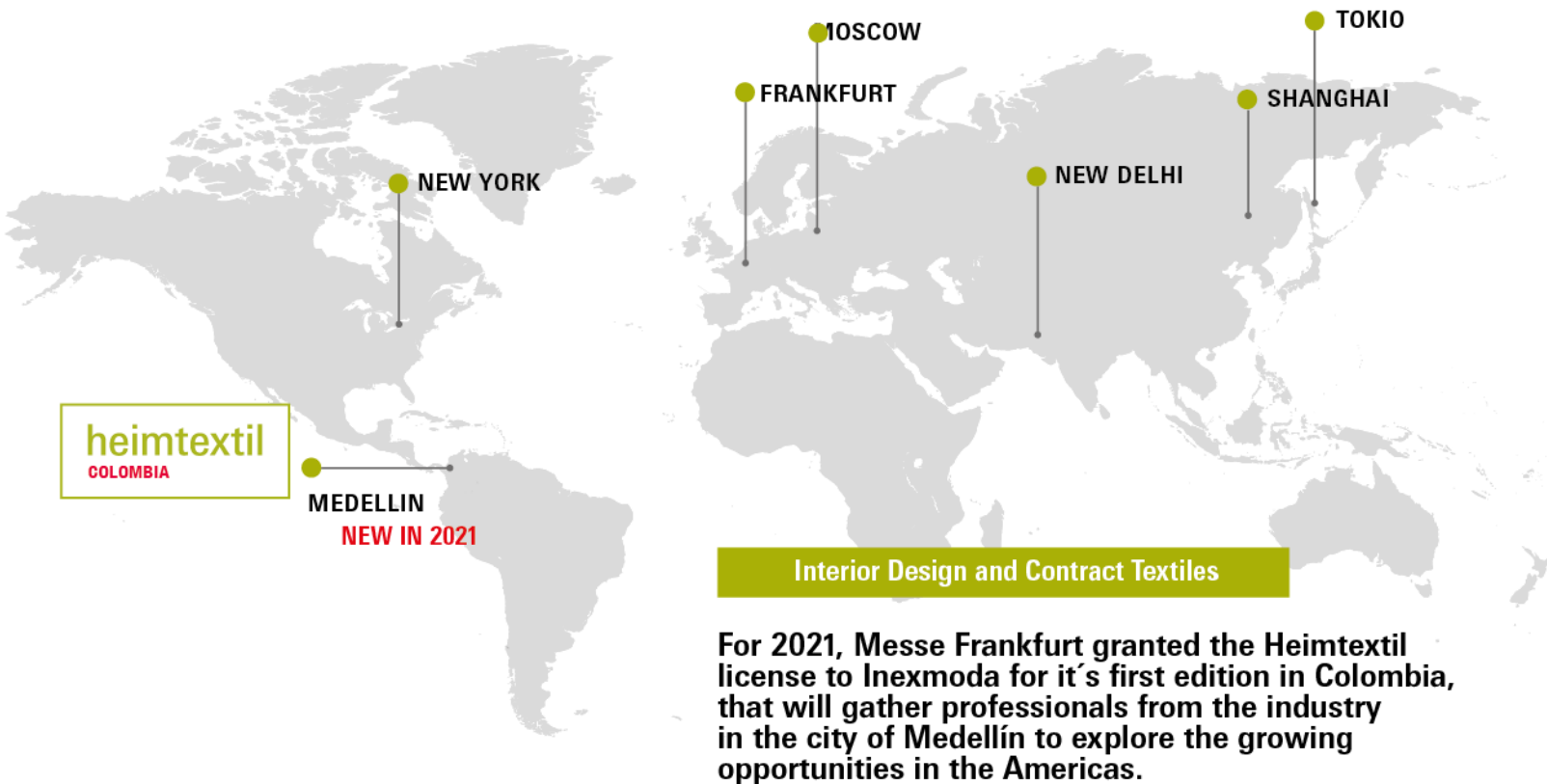
27 - 29.4.2021

inexmoda
CONOCE, CONECTA Y TRANSFORMA

HEIMTEXTIL COLOMBIA, the business scenario for the Americas

Heimtextil is the biggest international trade fair for home and contract textiles, introducing trends regarding interior design for the industry's professionals.

It's most important version takes place in Frankfurt, and also has chapters in Moscow, New Delhi, Tokyo, Shanghai and New York



For 2021, Messe Frankfurt granted the Heimtextil license to Inexmoda for it's first edition in Colombia, that will gather professionals from the industry in the city of Medellín to explore the growing opportunities in the Americas.

Concept

Feel Textiles:

The world is becoming more digital, more virtual, more public. At the same time, though, people are looking for closeness rather than internet friendships, for the tangible rather than the virtual - essentially for intense authenticity.

This rich sensory feeling is not possible online - but it is present offline at Heimtextil. The fair offers precisely this real, physical, immediate experience: Only live at the show itself can visitors touch the textiles, or can exhibitors talk to them with a smile and make the passion of the industry tangible. Make your products a live experience for everyone!

Heimtextil. Touch rather than hearsay.

Why Colombia?



Colombia has 16 Free trade agreements, covering 60 countries that reaches 1,5 billion consumers



Stable and dynamic economy, one of the 37 members of the OECD
(Organizations for the Economic Co-operation and Development)



It has 4,500 sea routes connected to 680 ports worldwide



It is the fourth biggest economy in Latin America



Strategic location to promote business with the region



It is part of the 30 most attractive countries to invest in the world

**Source: Sectorial, Raddar, Procolombia.*

Why Medellin?



Its attractive weather has earned it the nickname "City of eternal spring"



First spanish-speaking city part of the fourth industrial revolution network



Awarded as the most innovative city in the world on 2013 by the Urban Land Institute



Known as the Capital of Latin American Fashion



It is connected with 7 countries through 11 direct international air routes



It is the host city for the most important fashion and textile tradeshows in Latin America

**Source: Sectorial, Raddar, Procolombia.*

General Facts

6,932 M² gross of exhibition
from Countries like: Colombia, Brazil, Mexico,
Turkey, Spain, Italy, Portugal, France, Greece,
India, Pakistan and more

Dates: April 27-29, 2021

(Tuesday, Wednesday and Thursday)

City: Medellin

Location: Plaza Mayor, Yellow and White Pavilion

Opening Time: 9:00 a.m. to 7:00 p.m.

Exhibitor Profile

110
exhibitors

- Decorative fabrics
- Upholstery
- Wall coverings and decoration
- Window and Interior Decoration
- Bed/Linens: sheets/ mattresses, duvets and pillows/ Fibers and Yarns for mattresses
- Bath + Kitchen textiles
- Rugs and Carpets
- Digital Print
- Fibers, Yarns & Chemicals
- Textiles and Accesories for pets
- Hospitality (contract business)

Visitor Profile

4.000

visitors and buyers
coming from:

- USA
- Mexico
- Peru
- Ecuador
- Brazil
- Chile
- Colombia
- Central America

- Wholesalers
- Retailers
- Distributors
- Importers
- Manufacturers
- Department Stores
- Interior Designers and Decorators
- Hotel and Lodging (Buyers by contract)

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Details of Participation

Stand with basic adequacy

USD 435 + VAT (19%) x M²
(minimum 9 M²)

Stand with no adequacy

USD 255 + VAT (19%) x M²
(minimum 9 M²)

Other available services

Internet, advertising, others by request

Energy

USD 69 + VAT (19%) x Kw

EARLY BIRD:

7% discount on bookings before September 15, 2020

Contact

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Role Position

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