

Press Release

September 2021

Heimtextil 2022: 93 percent of guests plan to participate

Edda Simon
Tel. +49 69 7575-3530
edda.simon@messefrankfurt.com
www.messefrankfurt.com
www.heimtextil.messefrankfurt.com

The preparations for the coming Heimtextil from 10 to 14 January 2022 are in full swing. Around 1,700 companies have so far announced their intention to exhibit at the fair. And there is great interest among Heimtextil visitors, too. In a poll conducted in June 2021, no less than 93 percent of respondents said they are interested or plan to travel to Frankfurt for Heimtextil 2022.

In other words, the sector is already raring to go and eager to return to an international setting. Personal discussions, physical product presentations and valuable inspiration – the call for an international meeting place embracing all facets of a pivotal trade fair is unmistakable.

The world's leading trade fair for home and contract textiles is set to do justice to this yearning for interaction and inspiration in 2022, too. The main highlight is the Heimtextil Trends while other events at Heimtextil 2022, such as the Future Materials Library, Interior.Architecture.Hospitality, the service for (interior) architects and hospitality experts, the mega-subject of healthy sleep and sustainability, will provide topical content for the sector. "Our customer poll showed a clear vote in favour of retaining the programme of events and, therefore, on-site content. Almost 50 percent of visitors polled said they are in favour of this", said Olaf Schmidt, Vice President Textiles & Textile Technologies, summarising the results.

Trends 22/23: tomorrow's furnishing trends

The Heimtextil Trends remain the inspirational heart of the fair and participants will be able to see them live at the fair in a progressive presentation showing how the pandemic has changed our lives and, thus, the way we furnish our homes. The Heimtextil Trends 22/23 are entitled 'Next Horizons'. The concept and presentation are the work of Anja Bisgaard Gaede and her team from Denmark's SPOTT Trends & Business trend agency.

Digital services to supplement the trade fair

One of the results of the poll is that digital services are of particular interest to visitors from outside Europe when it comes to the Heimtextil Trends. Accordingly, supplementary digital services will round-off the spectrum of products to be seen at Heimtextil 2022 in Frankfurt. Thus, the Trend Book will be available for the first time in digital form. And, with Messe Frankfurt is also catering for the wishes of respondents with the digital Future Materials Library (www.heimtextil.messefrankfurt.com/future).

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

“Moreover, we aim to ensure with the aid of videos on demand and podcasts of Heimtextil tours that at least some of the trade-fair inspiration can be captured digitally and be brought to life even after the doors have closed on the physical event”, adds Olaf Schmidt.

Another digital service provided by Messe Frankfurt is the order and data-management portal Nextrade, which offers a digital 24/7 business relationship between dealers and suppliers. The first digital B2B marketplace for the home and living, the platform brings together the demand and supply sides of the whole sector digitally and thus generates substantial value added for both sides: www.nextrade.market

Travel regulations for participants

At present, participants from almost all countries can enter Germany without having to go into quarantine. The only exceptions are for travellers from high-risk areas. At all events, international participants will need proof of complete vaccination or recovery from the virus or a valid antigen test. Additionally, all participants are advised to familiarise themselves with the latest entry, testing and quarantine regulations in Germany at www.auswaertiges-amt.de/en/einreiseundaufenthalt/coronavirus.

Press releases & images:

www.heimtextil.messefrankfurt.com/journalists

Social media:

www.heimtextil.messefrankfurt.com

www.instagram.com/heimtextil

www.facebook.com/heimtextil

www.twitter.com/heimtextil

www.youtube.com/heimtextil

Newsroom:

Information about the international textile sector and the textile fairs held by Messe Frankfurt around the world can be found at www.texpertise-network.com.

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We 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. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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). For more information, please visit our website at: www.messefrankfurt.com

Heimtextil
International Trade Fair for Home and
Contract Textiles
Frankfurt am Main, 10 to 14 January 2022