

Telling Textile Stories

Post Show REPORT

Spread across
12,000+
square meters
of space

250+
renowned brands
exhibiting from
all over the world

21%
growth in the
exhibiting
companies

7000+
visitors during
the 3 day event

heimtextil

INDIA

20 – 22 June 2017

Pragati Maidan, New Delhi, India

www.heimtextil-india.in



messe frankfurt

Another seamless year of success

Heimtextil India, a highly anticipated trade show for home and contract textiles has successfully completed four editions with the conclusion of the latest one in June 2017.

With a high visitor count - 7,457 in 3 days and over 250 exhibiting brands from the Indian market and international contingents like China, Thailand, Bangladesh and Korea, this trade fair attracted the best from the industry making this exhibition a significant event for the home and contract textile buyers. The



exhibitors had their amazing collections on full display, spread across **12,444** sqm of space.

Heimtextil India co-located with Ambiente India showed **21%** of growth in the exhibiting companies. This exhibition turned out to be a perfect amalgamation of the best of Interior Décor, Home textiles and Home Fashion industry; it was also an apt way to start the Indian buying season as it gave an exclusive first hand insight to the upcoming trends and collections to all the visitors from the textile industry.



“ The initiative, organised by Messe Frankfurt India, has witnessed over 20 per cent increase in exhibitors this year, which shows the capacity of Indian businesses to come up with new ventures as well as the appetite of the country’s consumers or buyers. ”

Smt Smriti Irani,
Hon'ble Minister of Textiles

“ We met new vendors which we were trying to connect. It is a great platform for networking and building contacts. Overall it was a good experience. ”

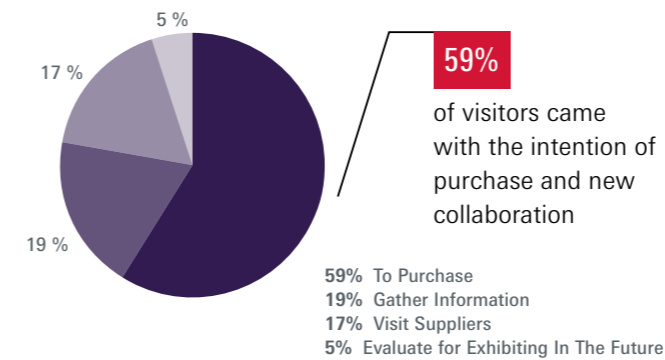
Dipti Pandey,
Deputy Merchandiser-Home Stop, Shoppers Stop



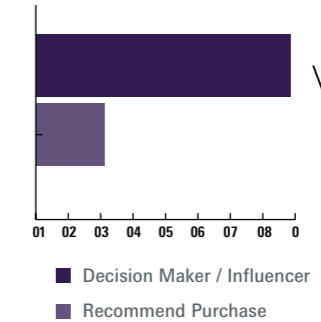
Maximum reach resulted in positive and sustainable collaborations

The organisers were able to target all sectors in the industry by strategically planning their events and adding innovative methods to keep their visitors engaged.

Intended Purpose(s) Of Your Visit



Purchase Authority



20+

new product launches by leading brands like D'decor, Raymond, Reliance, Welspun among others.

79%

of buyers belonged from the decision making and influencer category.



“ This show strongly caters to the domestic market but also provides an international connect. We have received great response from buyers based in Europe, South Africa, and Japan, which makes us very happy. ”

R. Surenthar Kumar
Dy. General Manager-Sales & Marketing, Shri Laxmi Cotsyn Ltd.

“ My overall experience has been good as we found what we were looking for with some new products and some good suppliers from different countries that have been added to our vendor’s list. ”

Ms Meher Shirazi,
Sr.Buyer, Danube Home, UAE

Centrum of new innovation, pure business and skilled art work

Apart from building a new and strong client base, Heimtextil also had many other highlights to keep everyone enthralled.



CushionKari – Where modern art merged with Indian heritage of textiles

Unveiled at the hands of Hon'ble Minister of Textiles Smriti Irani, the show stopper at Heimtextil India and Ambiente India was the world's largest cushion that was designed by the Limca world record holder Kanika Bawa and curated with fabrics from D'decor.

This sheer piece of art depicting rich Indian textile history caught many eye balls during the exhibition.

ILA Experience Zone and Awards – Representing the best of Indian talent

Once again, the ILA experience zone brought India's best talents together for a show stopping display at Heimtextil 2017. With international trends like Exploration with Nature and Planet and Illusion being some of the topics, teams put their best foot forward to showcase their creations.



“ I am honoured on winning at such a renowned platform. This is an important turning point in my career & I am excited to present my work, for the first time at the parent show in Germany. ”

Ms. Anshul Malhotra
Winner of Interior Lifestyle Awards 2017



Special Skill Zone – Where talent knew no boundaries

Another year, another set of gorgeous art forms on display by our specially abled members of the society. The three day fair attracted some of the biggest names from the industry like Reliance and Welspun who seemed to be extremely impressed by the creations presented in this space. These companies were also seen in talks for future long-term deals.



GST Workshop – Where concerns related to new market trends were addressed

As consumer goods and textile industry settle themselves with GST, an exclusive seminar was held to address the concerns for the respective sectors. Tax experts discussed topics like Inventory clearance, documentation and impact on the margins in detail with relevant case studies.

Buyer Seller Meet – Where business was the main focus

Giving the visitors and exhibitors more personal space and time to discuss their ideas and requirements, there were meet-ups that were pre-arranged for them. Many companies from the hospitality and retail sector were present. The one on one meetings were extremely beneficial for both visitors and exhibitors as they got ample of time to understand individual needs. Some were also able to meet immediate business requirements. Many confirmed to have closed long term projects with each other.



“ My meetings with preferred exhibitors were taken care of & pre-scheduled as a part of the business-matchmaking program service that the organisers provided. I discovered new products available in the market which were beneficial for my business ”

Mr. M.A. Suhail
Marketing, K décor, India

Testimonials

“ The Hospitality Day was very well thought of, keeping in mind the dynamic requirements of the Hospitality procurement teams. Overall the exhibition proved to be an excellent platform that gave me an opportunity to interact with new vendors. ”

*Mr. Yogesh Sharma,
Assistant Manager – Procurement,
Interglobe Hotels*

“ We have launched a new collection in wallpapers, upholstery, curtains and rugs. Around 200 new customers visited our booth and we have got very good coverage in terms of communication with the right clientele. ”

*Sandeep Bagade,
Vice President - Business Development, D'decor*

“ I have already closed 3 deals and some more are in pipeline. I shall definitely visit next year as well. ”

Hetal Parmar, CEO / MD, Force Components

Thank you partners

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Platinum Partner



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Silver Partners



Media Partners



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See you in 2018

27 – 29 June 2018
Pragati Maidan, New Delh

