

# Press

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## **Final Report**

Techtextil Russia 2012

International Trade Fair for Technical Textiles, Nonwovens and Protective Clothing

ICE Expocentre Moscow, 12 – 14 March 2012,

Messe Frankfurt RUS

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## **Techtextil Russia 2012: positive results and extensive prospects**

**192 exhibitors from 21 countries and over 4000 visitors from 29 countries – new record is set!**

## **Positive effects from the special presentation “High-Tex from Germany” and Inlegmash**

Techtextil Russia 2012, 6<sup>th</sup> International trade fair for technical textiles, nonwovens and protective clothing, took place from 12 to 14 March 2012 at the IEC “Expocentre” in Moscow. The trade fair has developed into an indicator of current trends in the fields of materials, production and applications for technical textiles in Russia.

Techtextil Russia 2012 represented the whole spectrum of products for technical textiles, nonwovens and protective clothing. World renowned brands, professional organization, beneficial terms of participation, a strong fringe program and special professional events during Techtextil Russia 2012 granted Russian and foreign exhibitors opportunities for further development of their business not only in Russia but also worldwide.

The 192 exhibitors from 21 countries such as Austria, Belgium, Belorussia, China, Czech Republic, France, Germany (incl. the 56 participants of High-Tex from Germany), India, Italy, Netherlands,

Poland, Portugal, Russia, Slovenia, Spain, Sweden, Switzerland, South Africa, Taiwan, Turkey and UK demonstrated their products for 4510 professional visitors from 29 countries during Techtextil Russia 2012. Both, exhibitor and visitors, have made this edition not only the biggest one so far (in 2010: 131 exhibitors and 2.897 visitors) but also the most successful one.

One in five exhibitors was extremely satisfied with the participation in the show while over 70% of all exhibitors mentioned to be satisfied up to extremely satisfied. 84% of all exhibitors are planning to exhibit again in Techtextil Russia 2014. And 92% of the visitors were as well extremely satisfied to satisfied with their visit of the show.

Eugen Alles, Managing Director Messe Frankfurt RUS, said: "We are absolutely satisfied with the results of the show this year. The record number of exhibitors was presented within Techtextil Russia 2012 – 192 participants including national pavilions from Belgium, China, France, Germany as well as a European pavilion. For Techtextil Russia this result is very good. Year by year the trade fair grows and develops, arouses great interest among professionals and specialists of the industry. Moreover, we would like to point out that the number of visitors significantly grew compared to the previous edition. And this is a pleasure for us to state a fact that this year Techtextil Russia became another milestone for the Russian technical textiles market".

Michael Jaenecke, Director Brand Management Technical Textiles/Techtextil, pointed out: "Techtextil Russia is a strong player in the market of technical textiles, nonwovens and protective clothing. The results of its 6<sup>th</sup> edition proved the increased interest of professional buyers and overseas producers in this market and our fair. Techtextil Russia 2012 shows the best

presentations of each participant and also offers a business platform for information about the current news of the industry".

Techtextil Russia 2012 was proud of a number of high-ranking guests who greeted participants of the show at the official opening ceremony this year: Mr. Ernst Burgbacher, Parliamentary Secretary of State and Commissioner of the German Government for Small to Medium-Sized Companies in the Federal Ministry of Economics and Technology (Bundesministerium fuer Wirtschaft und Technologie - BMWi), Mr. Peter Schwartz, President of the "High-Tex from Germany" Industry Show and President of the Confederation of the German Textile and Fashion Industry, Mr. Oleg Kascheev, Head Deputy, Department of Light Industry of the Ministry of Industry and Trade of the Russian Federation, and Mr. Georgy Petrov, Vice-President, Trade and Industry Chambre of the Russian Federation.

One of the highlights at Techtextil Russia 2012 was the fourth High-Tex from Germany industry show including a single-day-symposium, within the framework of which 56 companies, textile-research institutes and educational facilities made presentations aimed at the highly promising Russian market. Thus, High-Tex from Germany successfully combined specialist knowledge and the spirit of research. High-Tex from Germany has so far always taken place in tandem with a Techtextil show.

The High-Tex from Germany initiative was sponsored by the German Federal Ministry of Economics and Technology (BMWi) in collaboration with the Association of the German Trade Fair Industry (AUMA) and supported by the Confederation of the German Textile and Fashion Industry (*Gesamtverband textil+mode*). Messe Frankfurt Exhibition GmbH was charged with the organisation and running of the event.

### **Techtextil Russia 2012: Comprehensive complementary program with symposium and panel discussions**

Techtextil Russia has always been accompanied by special workshops, lectures and master classes, introducing topical issues of the market and latest tendencies.

The main topic of the seminar with panel discussion and round table on the first day of the trade fair was "Fibrous-based protective materials and medical textiles: global achievements and application experience in Russia". The leading Russian experts from the research institutes and leading players of the Russian market participated with their reports and overviews.

The seminar was moderated by Mr. Andrey Magarik, editor of the Russian "Technical textile" magazine and opened by Mr. Eugen Alles, Managing Director of Messe Frankfurt RUS, and Mr. Michael Jaenecke, Director Brand Management of Technical Textiles / Techtextil, Messe Frankfurt, who also gave an overview of the global technical textiles industry.

108 specialists attended the High-Tex from Germany symposium on the second day of the show with talks on the latest developments in fields such as light-weight construction materials and electro-mobility, medicine, protective safety wear and architecture.

### **Techtextil Russia 2012 and Inlegmash 2012 shared one business platform this year**

Techtextil Russia was held concurrently with Inlegmash – International Exhibition for Equipment and Technology in the Light

Industry, which is organized by Expocentre Moscow and Messe Düsseldorf. This co-operation formed a unique exhibition space that introduced all relevant key aspects of the industry in the same place and at the same time.

Techtextil Russia and Inlegmash have longstanding professional experience and deep knowledge of the market. Both exhibitions successfully complemented each other as they are mutually supported events in the light industry. Furthermore, Techtextil Russia and Inlegmash represented the whole spectrum of products for technical textiles, nonwovens, and protective clothing as well as the wide range of equipment, component parts, innovations and integrated products and services for the light industry.

### **Techtextil Russia 2014 – strong grounds for continued success**

New projects and new partnerships, combined with the already existing expertise and the established position of Techtextil Russia are strong grounds for continued success and significant factors for future development.

Exhibitors and visitors can expect growth in qualities and quantities and enjoy new business opportunities.

### **Exhibitors` and partners` statements about the fair**

#### **Andrew Bottomley, Sales & Marketing Director**

#### **Pil Membranes, Ltd, Great Britain (Booth № D518):**

"Our impression about Techtextil Russia 2012 is very positive! We participate in the fair for the first time and it was a great pleasure to be busy at our booth, we had a lot of visitors even during the last day of the event. We are also happy with the the organization of

the fair. We are also quite happy about the professional level of the visitors. Many of them were our potential clients. Russian market becomes very important for us, it grows, and we want to develop our business here. We saw real interest in our products from the Russian specialists and we are considering to participate in Techtextil Russia 2014."

**Oliver Gerlach, Global Marketing Manager**

**Huntsman Textile Effects GmbH, Germany (Booth № A501)**

"General impression about the fair is good. Everything was organized on a high professional level. I'm also very happy with the professional level of visitors. We will participate in the next edition of Techtextil Russia."

**Dzmitry Vichou, Head of Marketing & Sales Department**

**JSC Grodno Khimvolokno, Belarus (Booth № E523)**

"The fair was successful for us. We have prepared for it beforehand, planned and set up appointments with our clients for maintaining our business relations. There were lots of visitors.. We are quite happy with their professional level."

**Alexey Kuznecov, Head of the group of technical fabrics**

**VATI Group of companies, Ltd, Russia (Booth № E329)**

"Our impressions about Techtextil Russia 2012 are positive. It was very useful for us because we shared information with our clients, offered machinery equipment and saw the novelties of our competitors. That makes sense that Inlegmash and Techtextil Russia in 2012 are taking place in one pavilion, both fairs have many points in common. We want to participate in Techtextil Russia 2014. The fair was very productive for us, we've got promising business contacts and met with new potential clients."

**Veronika Rasulova, Sales Department**

**Siltex, s.r.l., Italy (Booth № D312)**

"Our company is engaged in manufacturing of equipment and this is the third time of our participation in Techtextil Russia. This year, we are very happy that Techtextil is being held together with Inlegmash. Many visitors visited our booth even during the first day of the show and it was very nice. It was great to see our clients among them. We are planning to participate in the next edition of Techtextil Russia."

**Sefton Fripp, Product manager: Apparel, Medical, Outdoor  
Canvas and tent, South Africa (Booth № B211)**

"We participated in Techtextil Russia for the first time and it was very successful for us. The organization of the trade fair is very good, we are also quite happy about the professional level of visitors. The quality of visitors is very good. We will think about participation in the next edition of Techtextil Russia."

**Petra Neduchalova, Marketing Manager**

**Fibertex, a.s., Czech Republic (Booth № C108)**

"In comparison with 2008, when Techtextil Russia was held in another venue, this edition is definitely much better. We are very satisfied about quantity and quality of our visitors. They were professional technical and business specialists of the industry, they knew our products and were asking business related questions. Russia is really prospective market for us. I know, that road construction and automomotive industry is growing in Russia and we hope, that such part of our product line as geotextiles and textile for automotive industry will be very interesting for Russian companies."

**Tiago Goncalves, Commercial Manager Textile Fibres**

**Fisipe – Fibras Sinteticas de Portugal, S.A., Portugal (Booth  
№ C101)**

"Our impressions about the fair Techtextil Russia 2012 are quite good. The fair is well organized; we found here many useful contacts of new potential customers. We are satisfied with the quantity and quality of visitors. We would like to participate at Techtextil Russia 2014, but 2 years is a long term for forecasting the market conditions. We hope that it will grow and we will arrive here again!"

**Dominique Andries, Market Manager Textiles  
Bekaert, Belgium (Booth № C610)**

"We are glad to participate in Techtextil Russia 2012. The level of organization is very good, we didn't have any problems. Potential clients, who visited our booth, were very sophisticated specialists in the technical textile field. We are happy with the number of visitors at our booth during the fair. Probably we will participate in the next fair, but we will make the final decision after processing our contacts."

**Natalia P. Sharikova, Deputy Director of Lenzing Moscow  
Lenzing Fibers, Austria (Booth № E524)**

"We liked the fair and we have reached all our goals. The main purposes of our company were increasing the recognition of our brand and meeting with our customers. All our Russian business partners and potential clients came to visit us at our booth. This is very important part of the business process and Techtextil Russia provides the best platform for such kind of activities. We plan to participate in Techtextil Russia 2014!"

**Andrey G. Yanilkin, Assistant General Director of strategic  
marketing  
Lenta, OJSC, Russia (Booth № E327)**

"We have very good impressions about the fair! We participate for the first time in Techtextil Russia, before it we were visiting Techtextil in Frankfurt. The organization of the trade fair is very good and we are happy with the number of visitors. During the second day of the fair we provided professional consultations for 173 professional visitors at our booth! We've also managed to visit special High-Tex from Germany Symposium and discussed with the speakers from Germany our possible cooperation in the future. We will participate in Techtextil Russia next time with bigger booth and our new product line!"

**Pascal Galli, Projects Manager: Plastics, Composites,  
Technical Textile  
Ubifrance, France (Booth № E257)**

"Techtextil Russia fair was organized very good. We are quite happy with having no logistic problems and we are glad with the level of service provided by the organizers. Visitors of our booth turned out to be our potential customers. But in comparison to Techtextil in Frankfurt we've been expecting more visitors. But our booth was not empty, this fact is the most important. Russia is interesting and strategic market for us and we want to be exhibitors of the next Techtextil Russia."

Additional information about the fair:

[www.messefrankfurt.ru](http://www.messefrankfurt.ru)

If you want to visit the fair:

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If you want to exhibit in the fair:

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**Background information on Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organiser, with 457\* million euros in sales and 1,769\* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

*\* Preliminary numbers (2011)*