



INTERFABRIC AUTUMN

10-12

september

2024

Pavilions

Forum, 3, 7

XVI INTERNATIONAL EXHIBITION
OF FABRICS AND TEXTILE MATERIALS



INTERFABRIC — INTERNATIONAL EXHIBITION OF FABRICS, ACCESSORIES AND TEXTILE MATERIALS is the largest professional specialized exhibition in Russia and the CIS countries.

The exhibition is held twice a year, in spring and autumn.
The spring season 2024 brought together
more than 900 companies in the industry
and 20,363 visitors — representatives of the professional
industry business community.



EXHIBITION SECTIONS



CLOTHING
FABRICS



SMART FABRICS
FOR SPORTS
AND ACTIVE
LIFE STYLES



TECHNICAL
TEXTILES AND
NON-WOVEN
MATERIALS



KNITTED
FABRICS



ACCESSORIES,
FINISHING
MATERIALS,
HABERDASHERY



AUXILIARY
AND RELATED
PRODUCTS,
COMPONENTS



TEXTILE RAW
MATERIALS,
DYES



PRINTING
ON FABRICS



YARN
AND THREADS



MEDICAL
TEXTILES



INTERIOR
FABRICS



INDUSTRY
ORGANIZATIONS,
ASSOCIATIONS,
MASS MEDIA
AND OTHERS

EXHIBITION SALON

ACCESSORIES SALON

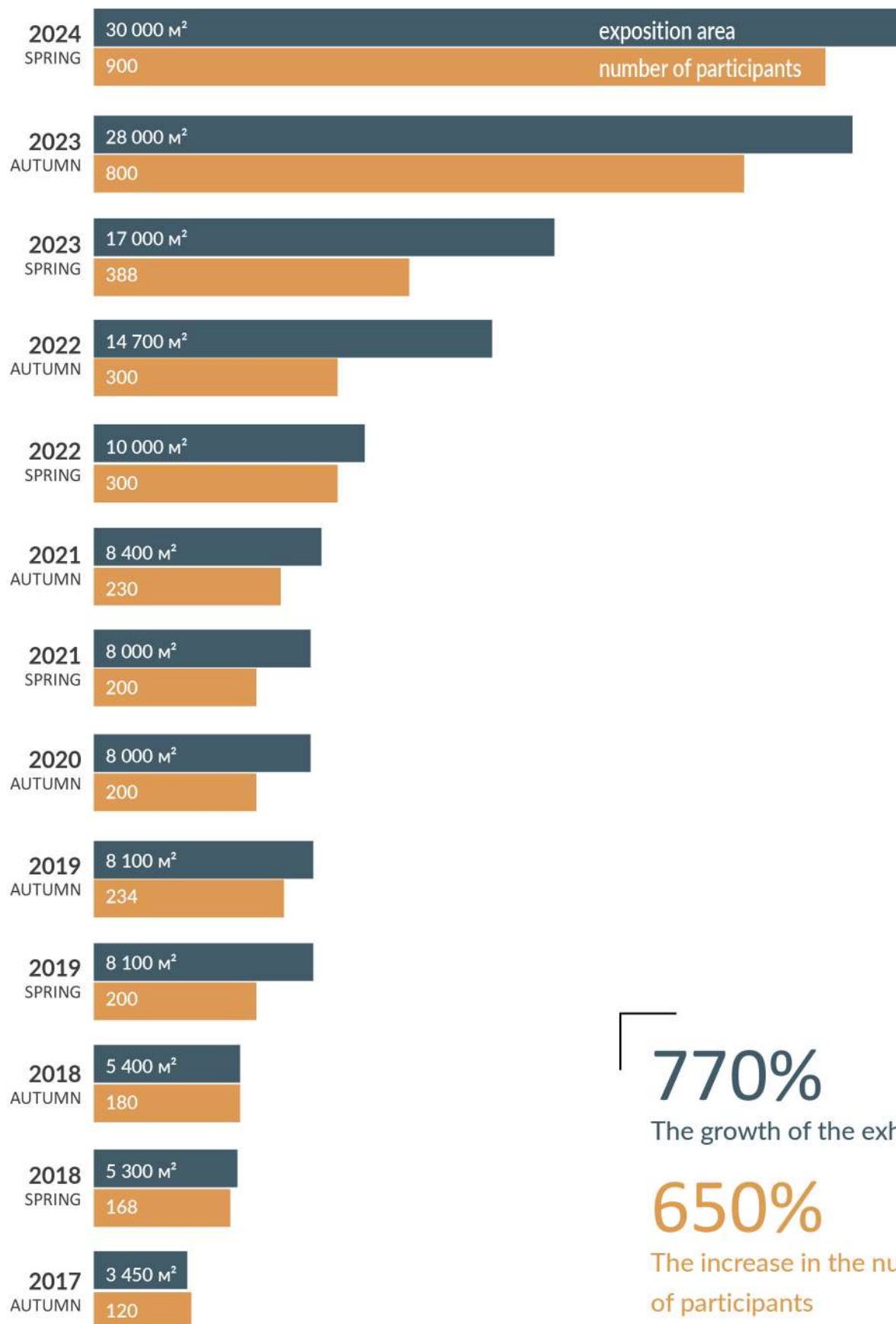


DIGITAL PRINTING SALON



GROWTH PROGRESS

THE EXHIBITION IS DEVELOPING DYNAMICALLY.
AND THIS TREND CONTINUES!



770%

The growth of the exhibition area

650%

The increase in the number
of participants

INTERFABRIC PROVIDES YOUR COMPANY WITH A WIDE RANGE OF OPPORTUNITIES



INCREASE SALES VOLUMES



EXPAND THE POTENTIAL CUSTOMER BASE
AND SALES GEOGRAPHY



NEGOTIATE DIRECTLY WITH BUYERS FROM WHOLESALE
COMPANIES, FEDERAL AND REGIONAL NETWORKS,
AND NON-CHAIN RETAIL



SHOWCASE YOUR PRODUCTS
TO POTENTIAL CUSTOMERS



STUDY YOUR COMPETITORS
AND WORK AHEAD OF THE CURVE

WHAT GOALS CAN BE ACHIEVED

THE KEY ADVANTAGE AND VALUE OF INTERFABRIC
IS ITS COVERAGE OF ALL SALES CHANNELS
FOR FABRICS AND TEXTILE PRODUCTS AND ABILITY
TO HELP TO SOLVE BUSINESS DEADLOCKS:

✓ **FOR FABRICS AND TEXTILE
PRODUCTS MANUFACTURERS:**

find new customers, increase sales, expand geography
of sales in Russia, realize export potential, present new products,
study the market and save money, get
buyer feedback on products, meet competitors
and find service providers;

✓ **FOR RETAIL, WHOLESALE
AND MARKETPLACES:**

find new manufacturers, supplies and negotiate deliveries on
the most favorable terms, compare offers from different suppliers,
hold at hand and independently evaluate quality of products,
find out the latest market statistics and meet with industry experts;

✓ **FOR CLOTHING ENTERPRISES
AND FACTORIES:**

find new suppliers of fabrics and accessories,
evaluate a wide range of textile products,
negotiate deliveries directly with company executives,
receive up-to-date information about the market
from leading experts and analysts
as part of the exhibition's business program.

NATIONAL EXPOSITIONS



Belarus



Uzbekistan



Turkiye



China



EXHIBITION IN NUMBERS



>900

exhibiting companies



>1 800

participating brands



>30 000 m²

of exhibition space



20 369

visitors



>7 000

contracts concluded



>40

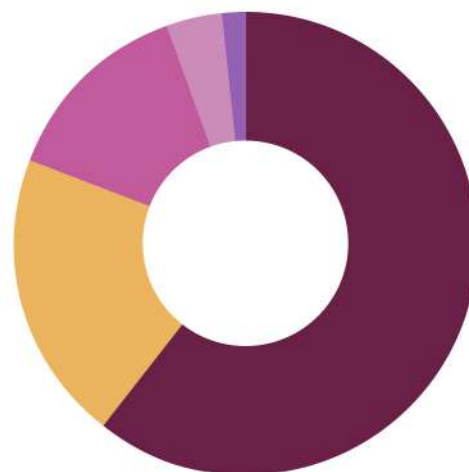
regions of Russia
and 12 countries
of the world



SOCIOLOGY EXHIBITORS

PRELIMINARY RESULTS FROM PARTICIPATION IN EXHIBITION

- 60,8%** found new partners, clients
- 20,3%** have concluded, we plan to conclude new contracts
- 13,6%** met with existing clients/partners
- 3,19%** received up-to-date information on market trends
- 1,4%** other



NUMBER OF BUSINESS CONTACTS MADE AT EXHIBITION



HOW THIS EXHIBITION MEETS YOUR EXPECTATIONS



HOW USEFUL PARTICIPATION WAS IN EXHIBITION FOR FUTURE SALES



VISITOR SOCIOLOGY

POSITION IN COMPANY



45% head of company

12,2% individual entrepreneur

17,4% specialist or manager

10,2% deputy head

9,8% head of department

5,4% other

PURPOSE OF VISITING EXHIBITION

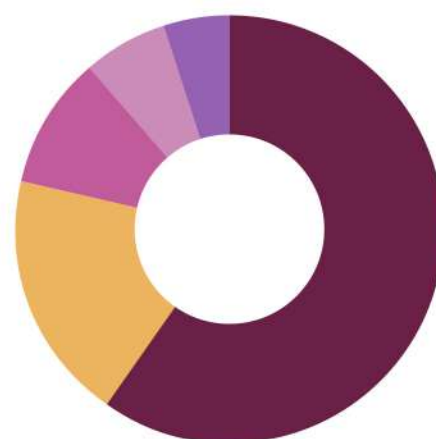
59,9% search for goods or services for business

18,9% obtaining general industry information

9,9% visiting the business program

6,4% personal

4,9% promotion of own goods and services



INTEREST IN SECTIONS OF EXHIBITION



24,7% fabrics for the production of clothing

14,9% knitted fabrics

17,3% fittings, accessories, finishing materials, haberdashery

7,1% smart fabrics for sports and active lifestyles

6,3% yarn and threads

5,8% auxiliary and related products, components

4,9% digital printing

5% decorative and interior fabrics, home textiles

3,8% leather, artificial materials, components and equipment

3,3% textile raw materials

5,7% technical textiles and nonwovens, medical textiles

1,2% fur and fur products

BUSINESS PROGRAM



>90
events



>200
speakers



4 783
participants



9
communication
platforms





THREE DAYS OF AN INTENSE BUSINESS PROGRAM

**HOT TEXTILE DESIGN TRENDS
AND INDUSTRY KNOWLEDGE BASE**

- MEETINGS WITH BUSINESS LEADERS AND OWNERS
OF SUCCESSFUL ENTERPRISES
- MARKET ANALYTICS AND BUSINESS DEVELOPMENT TOOLS
- MENTOR'S LIVING ROOM
- THE CONFERENCE "THE RUSSIAN FASHION INDUSTRY:
HOW TO MAKE PROBLEMS ADVANTAGES"
- TREND-GUIDED TOURS OF THE EXHIBITION

CONTEST OF FABRICS AND TEXTILE MATERIALS

InterfabricAward-2024.Autumn

Russian Union of Textile and Apparel Industry **SOYUZLEGPROM** and **SOLSTUDIO TEXTILE DESIGN** organize a competition of fabrics and textile materials **InterfabricAward-2024.Autumn** within the autumn season **INTERFABRIC**.

THE CONTEST IS DESIGNED TO PROVIDE AN OPPORTUNITY FOR FASHION EXPERTS TO SEE THE CURRENT TRENDS OF THE AW 25/26 SEASON FOR CREATION AND DEVELOPMENT OF CLOTHING COLLECTION AND TO CHOOSE THE LATEST AND PROMISING NOVELTIES.



ADVERTISING AND MARKETING OPPORTUNITIES

ONLY FOR THE EXHIBITORS OF THE INTERFABRIC EXHIBITION

1

ADVERTISING AND MARKETING SUPPORT

of exhibitors signing a contract for participation. Publication of company news on the exhibition website and in partner media, online banners or B2B targeting on Internet. You benefit from industry coverage that partnership with the Russian Union of Textile and Apparel Industry Entrepreneurs provides. Wide promotion of exhibiting companies in accordance with the advertising campaign of the exhibition and exclusive promotion of exhibitors in accordance with advertising and sponsorship packages FOR EXHIBITION PARTICIPANTS.

2

PRESENTATION OF THE COMPANY'S PRODUCTS

to the target audience of potential customers - factories - buyers of various kind, including strategic customers from Russia and the countries of the Eurasian Union, managers and owners of large textile, knitwear and clothing factories and copyright ateliers, leading Russian designers, professionals in apparel and fashion industry.

IN THE SPRING OF 2024, **20,369** INDUSTRY SPECIALISTS VISITED "INTERFABRIC".

3

MEETING

decision-makers to sell/purchase textile products and accessories.



77.2% OF THE TARGET VISITORS

influence the decision-making on the procurement of products presented at the INTERFABRIC exhibition.

4

OBTAINING FEEDBACK

during demonstration of samples at stands. You will get a just assessment of relevance and competitiveness from industry experts, knowledge for further improvement and expansion of your product range.

5

SEARCH FOR NEW CUSTOMERS

The audience of visitors to the INTERFABRIC exhibition is constantly being updated. 10,476 specialists (49.1% of the total number) visited the exhibition for the first time.

6

STRENGTHENING BUSINESS TIES WITH EXISTING BUSINESS PARTNERS

Visiting the INTERFABRIC exhibition is included in the business calendar of more than 20,000 specialists responsible for the purchase of fabrics, raw materials and textile products.

7

EXPANDING THE GEOGRAPHY OF SALES

The INTERFABRIC exhibition is visited by specialists from more than 40 regions of Russia: St. Petersburg and the Leningrad region, the Sverdlovsk region, the Republic of Tatarstan, the Chelyabinsk region and many others.

**SUCCESSFUL BUSINESS OF THE RUSSIAN TEXTILE MARKET
UNDER CONSTRUCTION AT THE INTERFABRIC EXHIBITION!**

**WE ARE WAITING
FOR YOU AT THE
INTERFABRIC-2024.AUTUMN!
EXHIBITION!**

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