

INTERFABRIC.AUTUMN

7–9 September 2022

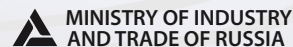
Expocentre Fairgrounds
Pavilion 7, Moscow

interfabric.ru

New reality – new opportunities



With the support of:



ABOUT THE EXHIBITION IN NUMBERS



interfabric.ru

INTERFABRIC.AUTUMN
12th international exhibition of fabrics and textile materials

2

OFFICIAL STATISTICS:



250
exhibiting companies



630
participating brands



10 000
sqm of exposition



500 000
business contacts



3
days



12 379
visitors from 69 regions



EXHIBITION SECTIONS



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INTERFABRIC.AUTUMN
12th international exhibition of fabrics and textile materials

3



FABRICS FOR
THE PRODUCTION
OF CLOTHING

01



INTERIOR FABRICS

02



HOME TEXTILES

03

TEXTILE & HOME SALON:



YARN AND THREADS

04



KNITTED FABRICS

05



SMART FABRICS
FOR SPORTS
AND ACTIVE LIFESTYLE

06



ACCESSORIES,
FINISHING MATERIALS,
HABERDASHERY

07

ACCESSORIES SALON



TEXTILE RAW
MATERIALS, DYES

08



MEDICAL TEXTILES

09



TECHNICAL TEXTILES
AND NONWOVENS

10



PRINTING ON FABRICS

11

TEXTILE PRINT SALON



AUXILIARY AND RELATED
PRODUCTS,
COMPONENTS

12

NATIONAL EXPOSITION IN THE EXHIBITION:



TURKEY



CHINA



BELARUS



UZBEKISTAN

INTERNATIONAL SALON OF INTERIOR FABRICS AND HOME TEXTILES

PRACTICE-ORIENTED B2B PROJECT:

For manufacturers and suppliers of fabrics, finished products, accessories, interior designers and decorators; representatives of the textile trade, textile buyers in the HoReCa industry and for the needs of state institutions.

SYNERGISTIC EFFECT:

The unified industry platform of the Russian Textile and Apparel Industry Week forms a synergistic effect of leading industry projects – the entire technological production complex is presented on one platform – from raw materials and equipment to a full range of new collections of finished products. This format will provide wholesale buyers, retailers, distributors, manufacturers, designers and decorators with unique opportunities to establish new business contacts.

PROMOTION 360:

Textile&Home salon at INTERTKAN gives its participants an opportunity to get new contacts and prospects for expanding strategic partnership and sales geography not only during the exhibition period, but also throughout the year, thanks to a range of free advertising and marketing services, as well as preferential terms of participation provided by SOYUZLEGPROM.

RICH BUSINESS PROGRAM:

Trend sessions, round tables and master classes, at which expert dialogues of manufacturers of fabrics and finished products, leading designers and textile decorators, representatives of the textile community will take place.





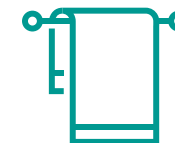
TEXTILES FOR THE BEDROOM,
DINING ROOM,
CLOTHING FOR THE HOME



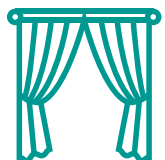
TEXTILES FOR BATHROOMS



DECORATIVE
AND UPHOLSTERY FABRICS



TEXTILES FOR HoReCa



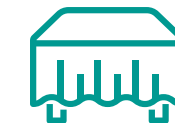
WINDOW DESIGN



CARPETS
AND FLOOR COVERINGS



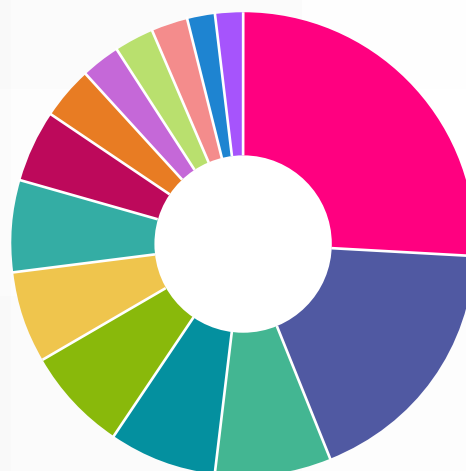
SMART FABRICS



INTERIOR DECORATION



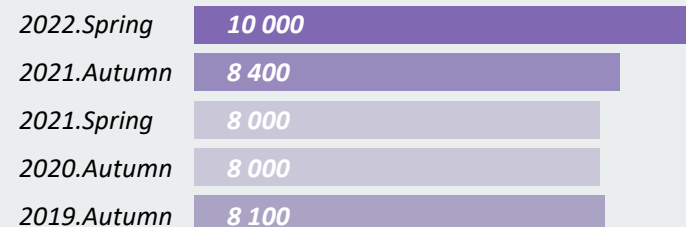
PRODUCT CATEGORIES IN PERCENTAGE:



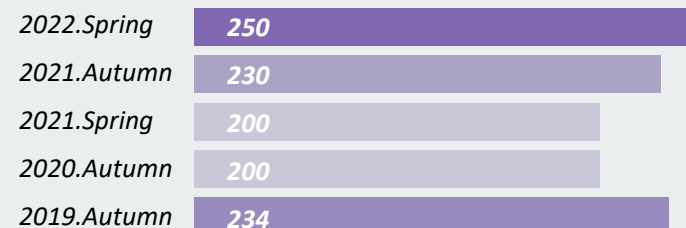
- **26** Fabrics for the production of clothing
- **18** Knitted fabrics
- **8** Printing on fabrics
- **7,5** Accessories, finishing materials, haberdashery
- **7** Home textiles
- **6,5** Yarn and threads
- **6,4** Membrane fabrics, "smart fabrics" for sports and active lifestyle
- **4,8** Technical fabrics (textiles and nonwovens)
- **3,7** Auxiliary and related products, components
- **2,9** Interior fabrics
- **2,7** Textile raw materials, dyes
- **2,4** Medical textiles
- **2** Other
- **1,8** Industry organizations, educational institutions, mass media

DYNAMICS OF INDICATORS:

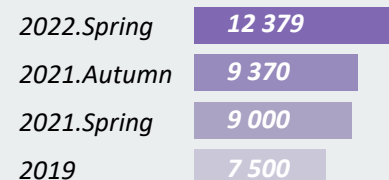
Exhibition area



Number of exhibitors

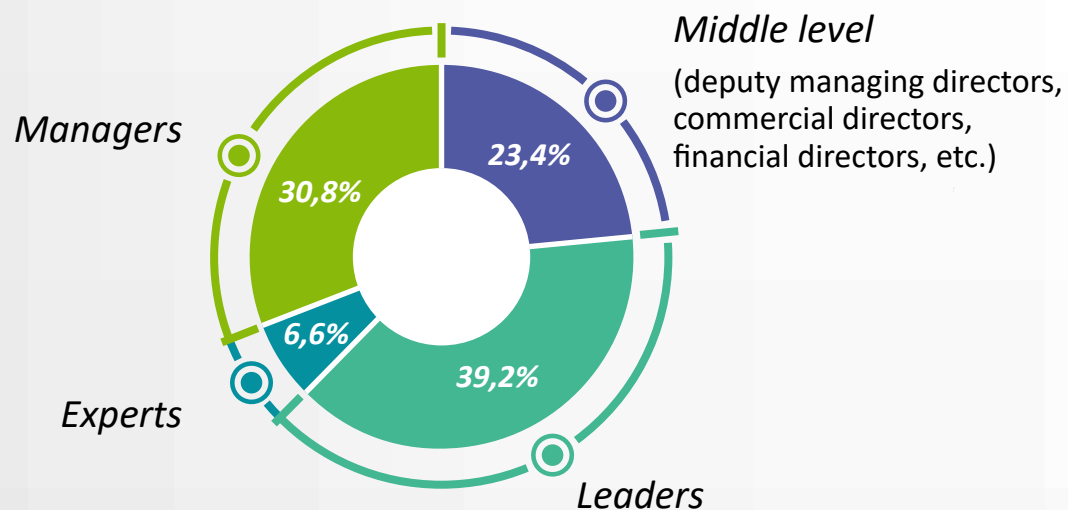


Number of visitors





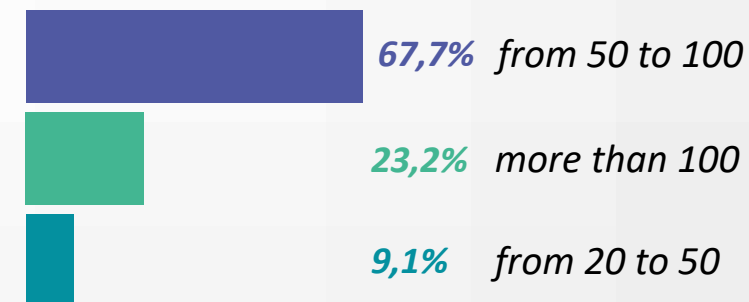
THE LEVEL OF COMPETENCE OF THE EXHIBITOR COMPANY'S EMPLOYEES WHO WORKED AT THE STAND:



THE PRODUCT RANGE OF THE EXHIBITOR COMPANY:

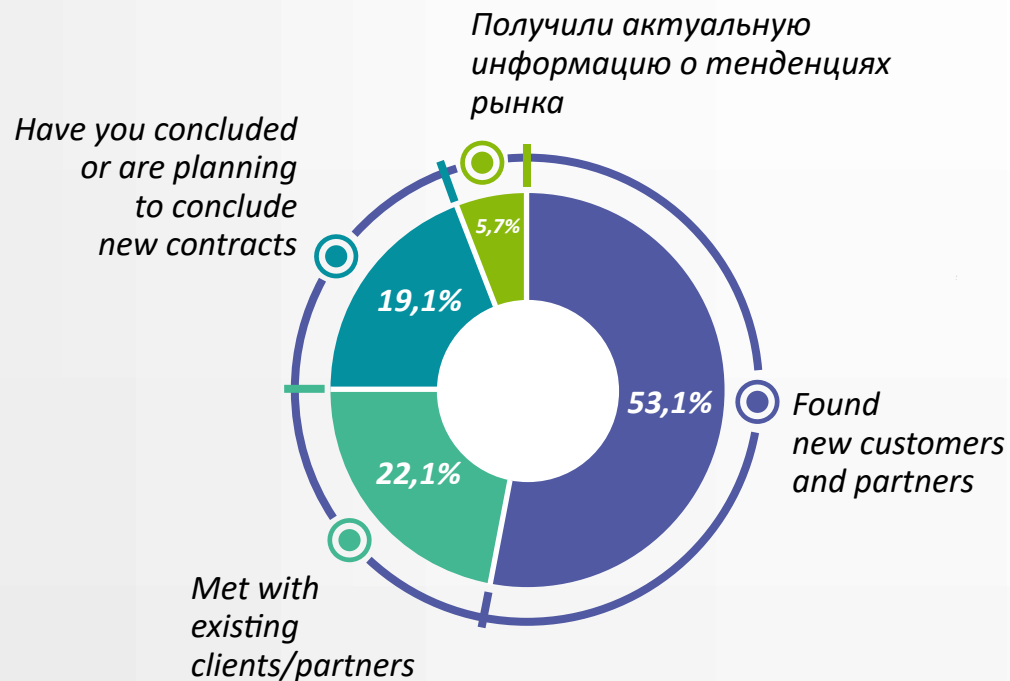


NUMBER OF BUSINESS CONTACTS AT THE EXHIBITION:

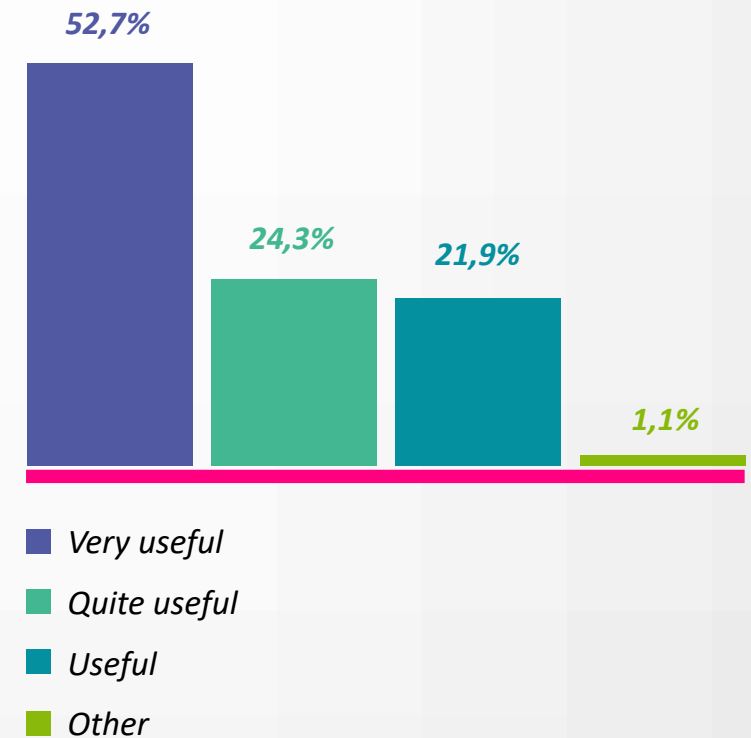




COMMERCIAL EFFECTIVENESS OF PARTICIPATION IN THE EXHIBITION:



USEFULNESS OF PARTICIPATION IN THE EXHIBITION FOR FUTURE SALES:

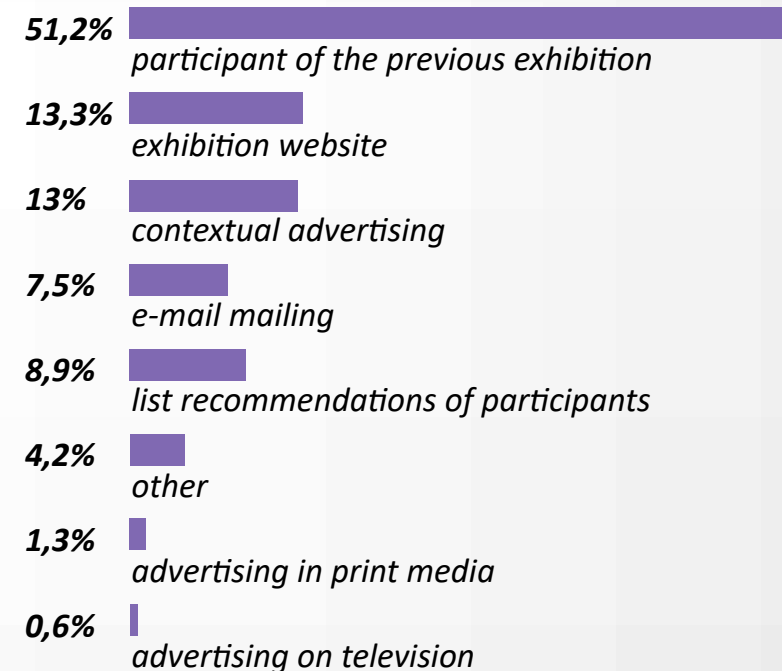




EXHIBITION ADVERTISING CAMPAIGN:

- ▶ PR campaign
- ▶ GR events
- ▶ Contextual advertising Yandex, Google
- ▶ Social networks Instagram, FB, VK, Telegram
- ▶ E-mail regular newsletters on current industry databases
- ▶ Promotion of the exhibition at industry events in Russia, CIS countries
- ▶ Advertising in industry media, general political and business media
- ▶ As part of working with information partners, mailing lists on the subscriber bases of industry media
- ▶ Outdoor advertising
- ▶ Advertising on TV
- ▶ BTL-promotions

SOURCES OF INFORMATION ABOUT THE EXHIBITION:





BASIC INFORMATION:



12,379

total number
of registered visitors



>90%

of profile visitors



69

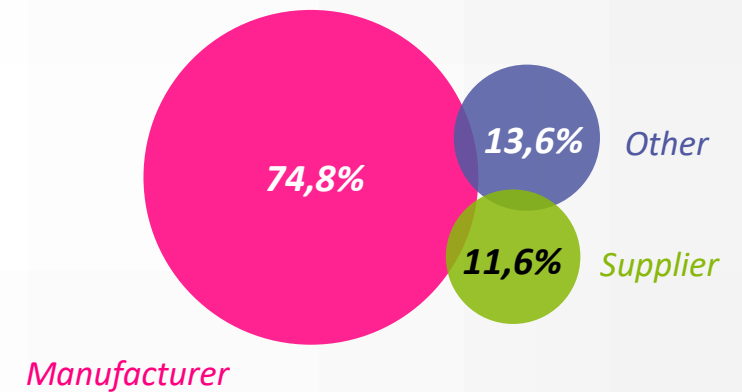
regions



> 3 000

participants
in the business program

COMPANY'S PROFILE:



THE PURPOSE OF VISITING THE EXHIBITION:

51%

search for goods
or services for business

22,2%

obtaining general industry
information

11,8%

educational
goals

9,6%

personal
interests

5,4%

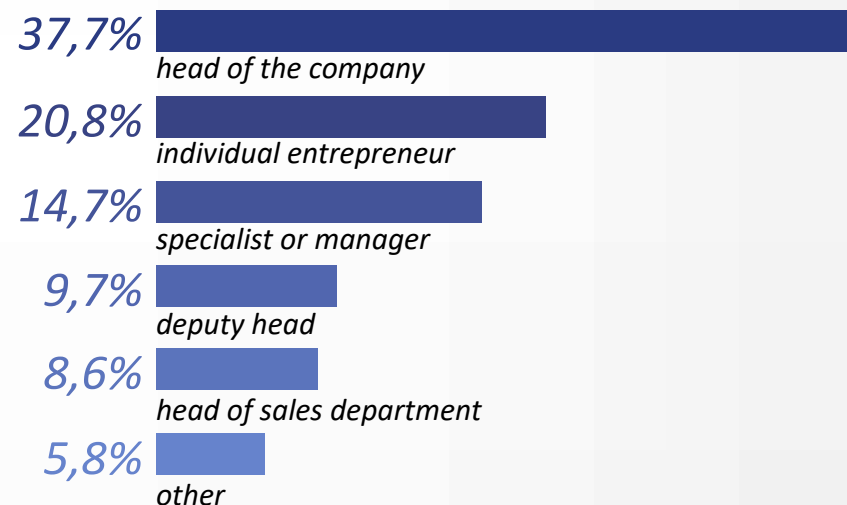
promotion
of their own
goods and services



THE PRODUCT INTEREST OF VISITORS TO THE EXHIBITION:



OFFICIAL STATUS OF A VISITOR:





OFFICIAL STATISTICS:



29

events of the business
program



280

speakers



29

live broadcasts



> 3 000

offline business
program participants



2 902

online views
of the business program



Best practices: from professionals
to professionals

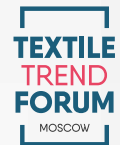


3 DAYS OF BUSINESS COMMUNICATIONS FOR BUSINESS DEVELOPMENT:

- ▶ Panel session with government representatives and heads of industry unions direct dialogue
- ▶ Global industry trends in the development of the industry
- ▶ Raw material security of the Russian Apparel industry: we outline the vector of development
- ▶ Business workshops on the most important sectors of the industry
- ▶ Promotion and sales practices in the context of changing economic patterns
- ▶ Industry networking and cross-promotion

SPECIAL EVENTS:

TEXTILE TREND FORUM



INDUSTRY COMPETITIONS:

INTERFABRIC AWARD 2022



01

Present new products to a wide audience of visitors and explore competitors' offers



02

Find new partners or clients and sign contracts



03

Increase sales volumes and significantly expand the geography of deliveries



04

Meet in person and negotiate with top managers of leading companies in the international textile market



05

Strengthen the image of a reliable manufacturer or supplier and increase brand awareness



New reality – new opportunities

INTERFABRIC.AUTUMN

September 7–9, 2022

Expocentre Fairgrounds Pavilion 7,
Moscow

interfabric.ru

See you at the exhibition!

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15

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