

# heimtextil

RUSSIA

International Trade Fair for Home Textiles,  
Floor Coverings and Interior Furnishings

20<sup>th</sup>

# MAD ABOUT TEXTILES

18–20 September 2018

IEC Crocus Expo  
Moscow, Russia

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

 messe frankfurt

Supported by:

 UTIB  
ULUDAĞ TEXTILE EXPORTERS' ASSOCIATION

# Why Heimtextil Russia?

- One and only specialized trade fair in Russia dedicated to the full range of home and interior textile
- The largest International business platform in Russia for the professionals of textile industry from all over the world
- European standards of organization combined with the deep knowledge of the Russian market



## HEIMTEXTIL RUSSIA IN FIGURES

### Visitors



**17 873**

specialists from all regions of Russia

- Wholesalers
- Importers, distributors
- Exporters
- Manufacturers
- Retailers
- Hotel and catering industry
- Designers, decorators, architects

**80%** decision makers



### Exhibitors



**247** companies



from over **22** countries



**84%** of exhibitors positively assessed Heimtextil Russia 2017



**78%** plan to participate in Heimtextil Russia 2018

## PRODUCT GROUPS



### Bedroom textiles

Bed linen, pillows, blankets, mattresses, throws, plaids, bedspreads, decorative cushions



### Bathroom textiles

Towels, bath mats, bathroom curtains, bathrobes and slippers, bathroom accessories



### Kitchen textiles

Table linen, table decorations, accessories, kitchen linen, textile kitchen accessories, coated table coverings



### Window decoration

Curtains, curtain rods, accessories, fittings



### Fabrics for interior decoration



### Wallpaper and wall decoration



### Furniture fabrics, leather



### Carpets and textile flooring



### Sun protection systems Indoor and Outdoor



### Textile for children / **NEW!**

Bed linen, pillows, blankets, mattresses, cocoons, diapers, sleeping bags, textile toys



### Hotel and catering textiles / **NEW!**

Bedroom textiles, fabrics for interior decoration, bathroom textiles, table textiles



### Digital print on textile / **NEW!**

Digital print machines, fabrics for printing, accessories

## ADVANTAGES FOR EXHIBITORS

- **Direct contacts** with the key buyers, distributors, importers, large retail chains, representatives of hotel and catering industry, designers and decorators from all regions of Russia
- **B2B meetings** with representatives of the key buyers and large retail chains
- **Increase of sales volume** and inclusion of the vast and highly potential Russian market into your sales geography

## MORE BENEFITS FOR EVERYONE!

- **Convenient location**, easy access to transport infrastructure and free parking
- **Perfect organization** and clear navigation on the grounds



## SPECIAL EXPOSITIONS

- **Hotel and catering textiles** features a full range of textile products, specially designed for use in hotels, restaurants and cafes
- **Digital Print** exposition includes companies offering digital print machines, fabrics for printing, accessories and services
- **Wallpaper Bar** pavilion presents companies with a wide range of wall decoration products
- **Design Laboratory** is a separate area for textile designers to present their textile prints and find a manufacturer for their implementation

## ADVANTAGES FOR VISITORS

- The latest collections and novelties of home and interior textile from all over the world:**
- ▶ European Style (country pavilions and individual stand presentations from Europe)
  - ▶ Turkey. Discover the potential (country pavilion and individual stand presentations from Turkey)
  - ▶ Asian Selection (country pavilions and individual stand presentations from Asia)
- Special supporting events on the exposition:**
- ▶ Guided tours for various professional groups
  - ▶ B2B meetings and matchmaking programmes
- The most diverse and informative Fringe programme on the market:**
- ▶ Platform for business oriented conferences and discussions
  - ▶ Design Academy with lectures on the latest trends in the world textile industry, topically designed Concept Area, practical workshops from the leading design schools, professional design contests



## EXHIBITORS ABOUT HEIMTEXTIL RUSSIA 2017

**Bahtyar Ahmed, Deputy Director**  
Trade Development Authority of Pakistan

“ In my view, this show is a fruitful and beneficial one for the Pakistani companies. Many buyers and distributors mostly from Russia have visited all our booths. We have held good negotiations. When I go back to Pakistan, I will recommend that our government should continuously participate in this event. We have achieved our goals, and all our exhibitors are happy. The show is well-organized, and we will surely take part in it next year. ”

**Elena Nuzhdova, Head of Wholesale Department**  
Trekhgornaya manufactura (Russia)

“ We have a positive impression, everything was very stylish and perfectly organised. Our expectations and goals regarding market expansion and finding new customers have been satisfied, we have managed to make new contracts. ”

**Maria Morozova, Head of Sales Department**  
Hobby Textile (Russia, Turkey)

“ Being official representatives of the Turkish manufacturer OZANTEKS, we are taking part in Heimtextil Russia not for the first time. This year more visitors were interested in our products. During the first two days there were many representatives of companies from distant regions of Russia. We also have good impressions about the organization of the fair. ”

**Ekaterina Ovcharova, Director of Representative office in Moscow**  
SAFECO (France)

“ SAFECO is a French manufactory of interior and furniture fabrics. We have participated in the fair for the first time. We have presented our company on the Russian market and have attracted a lot of new clients. We are very pleased with the fair and its organization, everything went very well. ”

**Sergei Ushakov, Head of Sales Department**  
Sofi De Marco (Russia)

“ We are pleased with the organization of the fair. Visitors really liked our booth. We have participated in Heimtextil Russia for the third time. The fair helps us to expand the geography of our market and to increase turnover of our products. ”

**Stephan Hase, International Sales Manager**  
Hefel (Austria)

“ This is the fifth time that we have participated in Heimtextil Russia. Our main goal is to expand the market in Russia. We have a general impression that this year the fair was more active than in the past. Next year we are also going to take part in it. ”

**Vladlena Savelieva, Marketing Manager**  
Nissa Stensart (Russia)

“ Our company, clients and suppliers are satisfied with Heimtextil Russia 2017. Geography of the visitors was quite widespread, there were not only traditional industry leaders such as Russia, Belarus, Ukraine, Moldova, Azerbaijan, but also companies from Europe and Asia. Our participation in Heimtextil Russia was successful for us and we commend its team for the perfect organization. ”



## INTERIOR AND CONTRACT TEXTILES

### **Heimtextil**

8–11 January 2019  
Frankfurt am Main, Germany

### **Intertextile Shanghai Home Textiles**

Spring Edition  
14–16 March 2018  
Shanghai, China

### **Interior Lifestyle Tokyo / Heimtextil Japan**

30 May–1 June 2018  
Tokyo, Japan

### **Heimtextil India**

27–29 June 2018  
New Delhi, India

### **Home Textiles Sourcing**

25–27 July 2018  
New York, USA

### **Intertextile Shanghai Home Textiles**

Autumn Edition  
27–30 August 2018  
Shanghai, China

### **IFFT/Interior Lifestyle Living**

14–16 November 2018  
Tokyo, Japan

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## ORGANIZER



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