INTERTEX TUNISIA
INTERNATIONAL EXHIBITION OF TEXTILE INDUSTRY

4 - 6 April 2019

182 EXHIBITORS BRANDS
8240 VISITORS
9,000 SQM SPACE
18 COUNTRIES

POST SHOW REPORT
2st INTERNATIONAL EXHIBITION OF TEXTILE INDUSTRY

Organizer:

Partners:
Intertex Tunisia - International Exhibition of Textile Industry, the most promising textile exhibition of Tunisia was held between 04-06 April 2019 in Sousse International Fairground. Intertex Tunisia brought professionals together from all sub-sectors of the textile such as raw materials, fabrics, yarns, accessories, dyes and chemicals. Intertex Tunisia also hosted a special section for denim manufacturers. “Blue Zone” hosted local and international denim and denim accessories manufacturers to introduce the latest trends in denim industry.

During the survey, 83% of respondents stated they were very satisfied with their experience at Intertex Tunisia.

8240 Professional Visitors
Specialized B2B Meetings

VISITORS AND ATTENDIES

EXHIBITION STATS
DAILY VISITORS
DAY 1
2380
visitors
DAY 2
2796
visitors
DAY 3
3064
visitors

VISITOR PURCHASING AUTHORITY
77% of visitors who attended make or strongly influence purchasing decisions

VISITORS BY BUSINESS ACTIVITY
Textile Manufacturers and exporters ........................................... 40%
Ready to wear manufacturers .................................................. 15%
Distributors of textile and fashion products ............................ 12%
Denim brands and exporters ................................................... 9%
Buying houses and brand agents .......................................... 9%
Retail chain stores and purchasers ...................................... 9%
Foreign Traders and International sourcing offices ................. 9%
Fashion designers and design houses .................................. 3%
Trade bodies, Chamber of commerce .................................. 3%
others ............................................................................. 4%
DIRECT MARKETING ACTIVITIES

- Participation to related textile exhibitions – events and introducing Intertex Tunisia to their participants via brochures and invitations
- Weekly emailing to local and international textile industry data
- Announcements of Intertex Tunisia to Textile Industry Associations and cooperation for buyer/visitor program
- Cooperation with Commercial Attachés
- Tele-marketing and one-by-one invitation for Tunisian Textile Professionals.
- Distribution of brochures, invitations and flyers to the Textile Industrial Zones of Tunisia
- Local and international newspaper and magazine advertisements
- Radio advertisements
- Billboard advertisements
- Press conference with Tunisian press members and introducing Intertex Tunisia via each of their press institutions.

B2B MEETINGS AREA

83% SATISFIED EXHIBITORS

JOIN 2019 EDITION NOW...

MATCH MAKING PROGRAMS
WE HOPE TO SEE YOU NEXT EDITION

SAVE THE DATE
2 - 4 April 2020  Tunisia

See More in our web site:
www.intertextunisia.com

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