

11-13 march 2024



XIV INTERNATIONAL EXHIBITION
OF FABRICS AND TEXTILE MATERIALS



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



### **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



NATURAL FUR AND LEATHER



INDUSTRY
ORGANIZATIONS,
ASSOCIATIONS,
MASS MEDIA
AND OTHERS

#### **EXHIBITION SALONS**

**FURNITURE SALON** 



DIGITAL PRINTING SALON



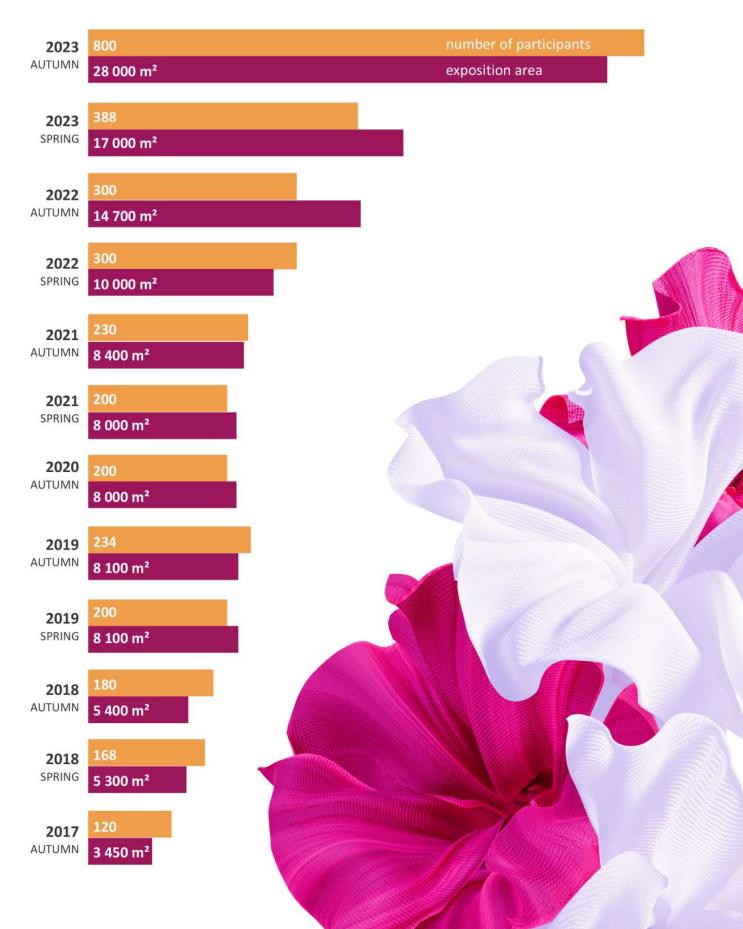
**TECHNICAL FABRICS SALON** 



#### **GROWTH PROGRESS**

# THE EXHIBITION IS DEVELOPING DYNAMICALLY AND THIS TREND CONTINUES!







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



Türkiye



China



India



# **EXHIBITION IN NUMBERS**



800 exhibiting companies





>28 000 sq. meters of exhibition space



19 763 visitors



>40 regions of Russia and 12 countries of the world



national expositions of Uzbekistan, Belarus, Turkey, China, India.

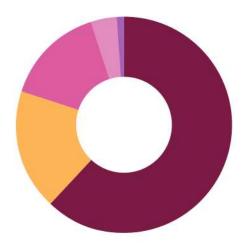


#### **SOCIOLOGY EXHIBITORS**

#### PRELIMINARY RESULTS FROM PARTICIPATION IN EXHIBITION



- 18% have concluded, we plan to conclude new contracts
- 14,8% met with existing clients/partners
  - 4,1% received up-to-date information on market trends
  - 0,9% other



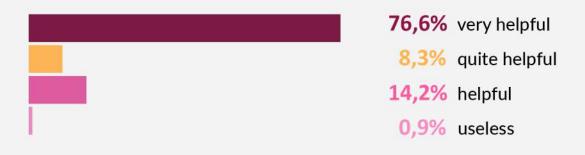
#### NUMBER OF BUSINESS CONTACTS MADE AT EXHIBITION



#### HOW USEFUL PARTICIPATION WAS IN EXHIBITION FOR FUTURE SALES



#### HOW THIS EXHIBITION MEETS YOUR EXPECTATIONS



#### **SOCIOLOGY VISITORS**

#### POSITION IN COMPANY

35,4% head of company

16,1% individual entrepreneur

21% specialist or manager

10,4% deputy head

9,5% head of department

**7,6%** other

#### PURPOSE OF VISITING EXHIBITION

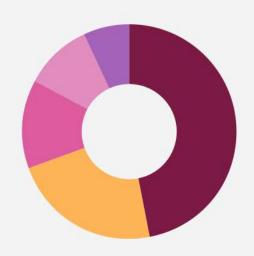
47% search for goods or services for business

22,7% obtaining general industry information

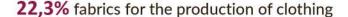
13,3% educational purposes

10,2% personal

6,8% promotion of own goods and services



#### INTEREST IN SECTIONS OF EXHIBITION



16,7% fittings, accessories, finishing materials, haberdashery

15,7% knitted fabrics

**7,1%** yarn and threads

6,7% smart fabrics for sports and active lifestyles

**6,1%** auxiliary and related products, components

5,8% digital printing

5,6% decorative and interior fabrics, home textiles

5,1% technical textiles and nonwovens, medical textiles

**4,3%** leather, artificial materials, components and equipment

2,9% textile raw materials

1,7% fur and fur products

## **BUSINESS PROGRAM** OF THE EXHIBITION



56
business program events

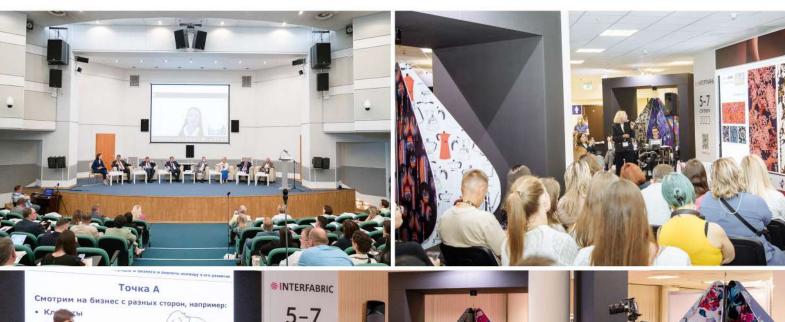




4 120 participants participants



5 communication platforms







# THREE DAYS OF AN INTENSE BUSINESS PROGRAM

# HOT TEXTILE DESIGN TRENDS AND INDUSTRY KNOWLEDGE BASE

- hot, current topics: from industry-wide problems and tasks with the participation of government agencies, as well as marketing, promotion and branding in all industry segments to highly specialized workshops and round tables;
- among the speakers are recognized experts and specialists, representatives of federal and regional authorities and from Belarus, China, Turkey, Uzbekistan;
- a wide variety of event formats: master classes, discussions, round tables and workshops;
- specialized industry conferences, such as "Sewing Sentence", in collaboration with the "Proshyu Business" project, or "Impeccable Sewing" in cooperation with the WILLIZ online school.

# UNIQUE OPPORTUNITIES FOR EXHIBITORS OF INTERFABRIC

- 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.
- 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 fasctories and copyright ateliers, leading Russian designers, professionals in apparel and fashion industry.

# IN THE FALL OF 2023, 19 763

INDUSTRY SPECIALISTS VISITED INTERFABRIC

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



93% TARGET VISITORS influence purchasing decisions products presented at INTERFABRIC

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 FIND NEW CLIENTS

The audience of visitors of INTERFABRIC is constantly updated.

9 698 specialists (49,3% of the total number) visited the exhibition for the first time.

6 KEEP BUSINESS RELATIONSHIPS WITH CURRENT BUSINESS PARTNERS

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

7 EXPAND SALES GEOGRAPHY
INTERFABRIC is attended by specialists from over 40 regions of Russia:

St. Petersburg and Leningrad Region, Sverdlovsk Region, Republic of Tatarstan, Chelyabinsk Region and many others.





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