



Press conference  
Opening of  
Heimtextil 2012

Frankfurt am Main  
10 January 2012

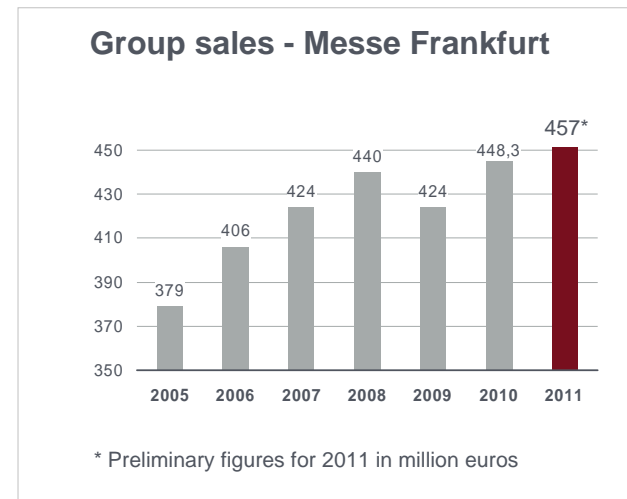
## Messe Frankfurt is in great shape as it enters 2012

### Continuous healthy growth

- Messe Frankfurt generated record sales in 2011
- Growth in Germany and abroad
- Sustained positive results

### Sales target for 2012: over 500 million euros

- Strengthening core areas of expertise
- Furthering the development of new events
- Intensifying and expanding collaborations

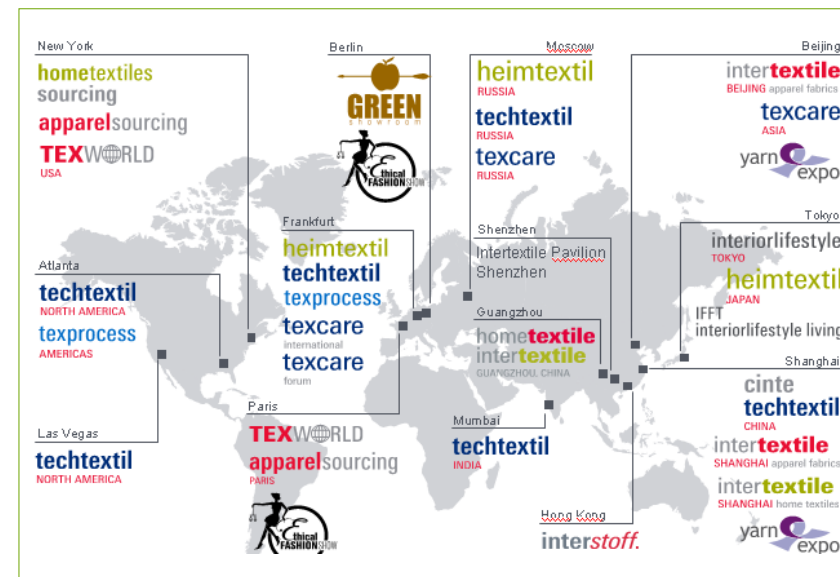


## Messe Frankfurt textile fairs: Growing presence in the world's leading markets

40 exhibitions in eight countries for:  
apparel fabrics & fashion, home &  
contract textiles, technical textiles &  
textile care and processing.

New in 2012:

- Ethical Fashion Show: now also in Berlin
- Texprocess: internationalisation starts in the USA
- Collaboration with the world's most prestigious fashion school ESMOD (Paris/Berlin)



## Textile fairs: Messe Frankfurt is the worldwide market leader

- Messe Frankfurt is no.1 in home and contract textiles, technical textiles and apparel fabrics.
- Textile fairs are growing and primed for the future.
- Messe Frankfurt's expert network opens up new markets and partnerships for companies in the world's production and sales regions.

→ Communicative bundling of textile expertise on the internet at [www.expertise-network.com](http://www.expertise-network.com)



## The worldwide textile industry

- The international textile industry enjoyed growth in 2010 and 2011
- The outlook for 2012 is positive – in spite of weakening sales dynamics
- China: is overtaking the EU as the world's biggest textiles exporter
- Europe: total textile sales of 72 billion euros (2010; +4.2%)
  - Textiles exports (18.7 billion euros in 2010)  
primarily to the USA, Turkey and Tunisia
  - Textiles imports (22.2 billion euros in 2010)  
primarily from China, Turkey and India
- Turkey: one of the three largest importers of EU textiles is increasing its import duties
- India: a bilateral trade agreement with the EU is expected in 2012

## Developments in the German textile market

- Textile and apparel industry is enjoying a boom: sales are expected to increase by more than five percent in 2011.
  - Sales for the German home and household textiles industry in 2010: 10.9 billion euros – projections for 2011 assume growth of 4.6 percent
  - Increasing domestic demand:
    - The furnishings industry is also benefiting from positive developments in the construction sector in 2011.
    - Consumer expenditures for home textiles are climbing once again; growth of eight percent is possible in 2012.
- What can the industry do to actively shape this increasing demand for the long term?**

## Where will home textile sales be coming from in future?



Fotointergrund: Blend Images, Fotolia.com, 12/2011

## Megatrends show the future of living – and new opportunities for home textile design

### "Integrated individualisation" is on trend:

- Self-selected communities instead of the "ego society"
- One's own living room: from a cocoon to a social hub
- Home textiles are taking on a communicative function.

### Creating identity – creates markets for identity:

- Our mobility demands flexible living spaces – i.e. multifunctional "third places" between home and office
- Working environments – new styles of work demand new and more flexible office concepts.
- Health and an ethically correct, sustainable environment become purchasing criteria.
- The focus is on innovative functionalities – good design is a prerequisite.



Photos: Sven Bähren, Selingpix Fotolia.de; Do Ho SUH, 2003

## 2012: Heimtextil has more exhibitors and even better quality – home textiles comeback with the consumer

- Growth: Heimtextil is enjoying its second consecutive year of growth with 2,634 exhibitors.
  - Trust: Prestigious manufacturers of home and household textiles are making their debut or are returning to Heimtextil.
  - Focus: There is a focus on the contract business, sustainability and the "coupon business" – for tailor-made customer solutions.
  - Confidence: Following a year of strong growth in 2011, the home textile industry is well equipped for 2012.
  - Comeback in Germany: Consumers are spending more on home textiles.
  - Opportunities: Heimtextil study reveals "markets for identity" and identifies future markets for textile living.
- Heimtextil 2012: New impetus for the industry – with exhibitors offering an impressive array of products and trendsetting opportunities.**

## New and returning exhibitors make Heimtextil even stronger

### **Wallpapers and wall coverings (3.1):**

- Continued growth in the wallpaper segment
- Prestigious exhibitors are returning to showcase their collections.

### **Furniture and decorative fabrics (3.0, 3.1, 4.1)**

- Presence of established manufacturers and textile distributors from Germany, Austria, Spain, the UK, Italy, France and Turkey.
- New and returning manufacturers and distributors from Europe – from the UK in particular

### **Household textiles (8.0, 9.0, 11.0, 11.1)**

- Segments of bedware, bed linens and bathroom textiles feature new and well-established exhibitors as well as international start-ups



## Additional exhibitor highlights: Home textiles

**Wallpapers** with accompanying special presentations in Hall 3.1:

- "Wall Gallery" shows the latest trends
- German Wallpaper Institute presents the premiere of its 2012 touring exhibition on wallpapers

**Furniture and decorative fabrics:**

- "Coffee House – A Taste of Britain" (4.1) raises the profile of British exhibitors

**Privacy and sun protection:**

- Successful showing by the "Sun" segment (5.1): All of the major manufacturers from Germany are on hand.



## Additional exhibitor highlights: Household textiles

### **Mattresses and bedware (8.0)**

- "Sleep Factory" – the international joint mattress stand

### **Bed linens (11.0/11.1)**

- Premium exhibitors from Europe and "new@more": platform for international start-up companies
- Fashion labels show off their home collections (11.0)
- Presentation of "Tales of the Unexpected" by the Frankfurt School for Apparel and Fashion (11.0): students present their creations



## Exhibitor directory for users with a special interest in the "coupon business", sustainability and contract furnishings

Exhibitor directories for three special areas of interest: More efficient trade fair planning, improved orientation and a simpler way to find new suppliers and business partners.

New in 2012:

### Coupon Business Finder:

Exhibitor directory lists providers of small and very small quantities of home and household textiles ("coupons")

### Target groups:

Heimtextil visitors from retail shops and interior decorators

### Stands

of these exhibitors are identified on location.



Since 2011:

### Green Directory:

Exhibitor directory lists providers of products and services arising from sustainable production

### Target groups:

Heimtextil visitors from all areas of application

### Stands

of these exhibitors are identified on location.



Since 2007:

**Contract Guide:** Exhibitor directory lists providers of products and services for contract furnishing

### Target groups:

Planners, architects, interior designers

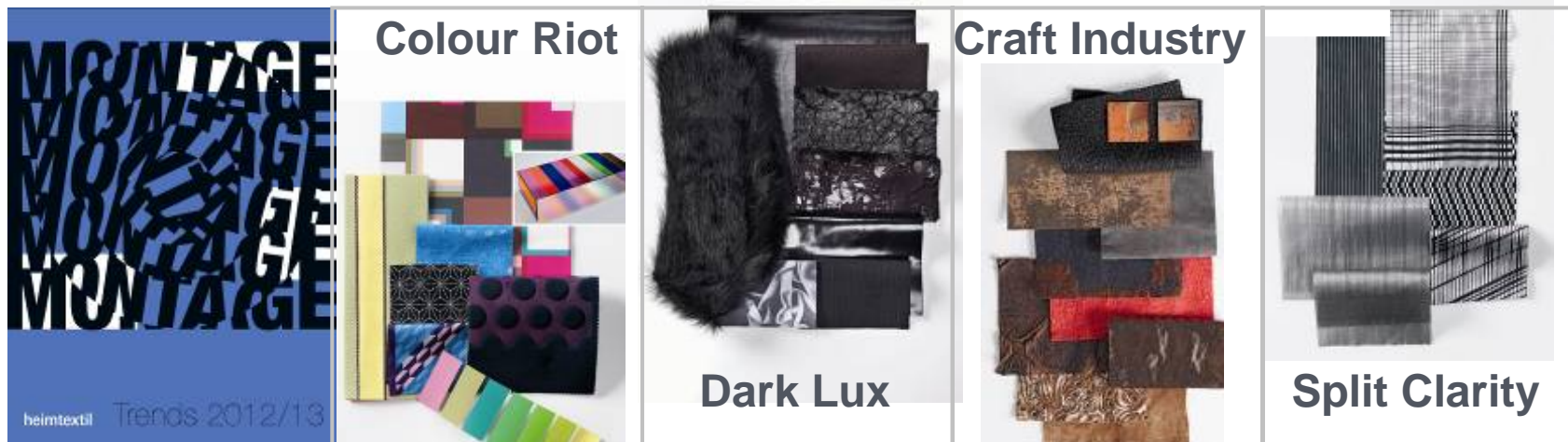
### Stands

of these exhibitors are identified on location.



[www.heimtextil.messefrankfurt.com/frankfurt/de/besucher/ausstellersuche](http://www.heimtextil.messefrankfurt.com/frankfurt/de/besucher/ausstellersuche)

## Heimtextil Trends 2012/2013: MONTAGE



MONTAGE – Title of the four new trend forecasts for the 2012/13 season

International Trend Table presents material and theme worlds with global relevance during Heimtextil in Forum 0

Trend Book and additional information at: [www.heimtextil-trends.com](http://www.heimtextil-trends.com)

## New presentation area: "Let's talk about ..."

### ... Sustainability... Green Hospitality... Future Hotel... Luxury Living

- New presentation programme covering a range of product groups in the Foyer of Halls 5.1/6.1
- In cooperation with AIT architecture magazine and the German Hotel Association IHA
- Renowned experts tackle the subject of sustainability, providing information on market developments in the contract sector while offering practical suggestions.



## The future of home textiles: Heimtextil is the stage for big debuts

### Young designers in the industry spotlight promoting up-and-coming talent

- Young Contract Creations Award:  
Upholstery, Hall 4.2
- Rooms for free – up-and-coming  
designers starting out, Campus, Hall 4.2

### New trade fair developments are premiered for consumers:

- Heimtextil Goes City  
Saturday, 14 January 2012, 9 a.m. to 6  
p.m. in the city of Frankfurt



## Heimtextil: 2012 sees yet another increase in the number of exhibitors

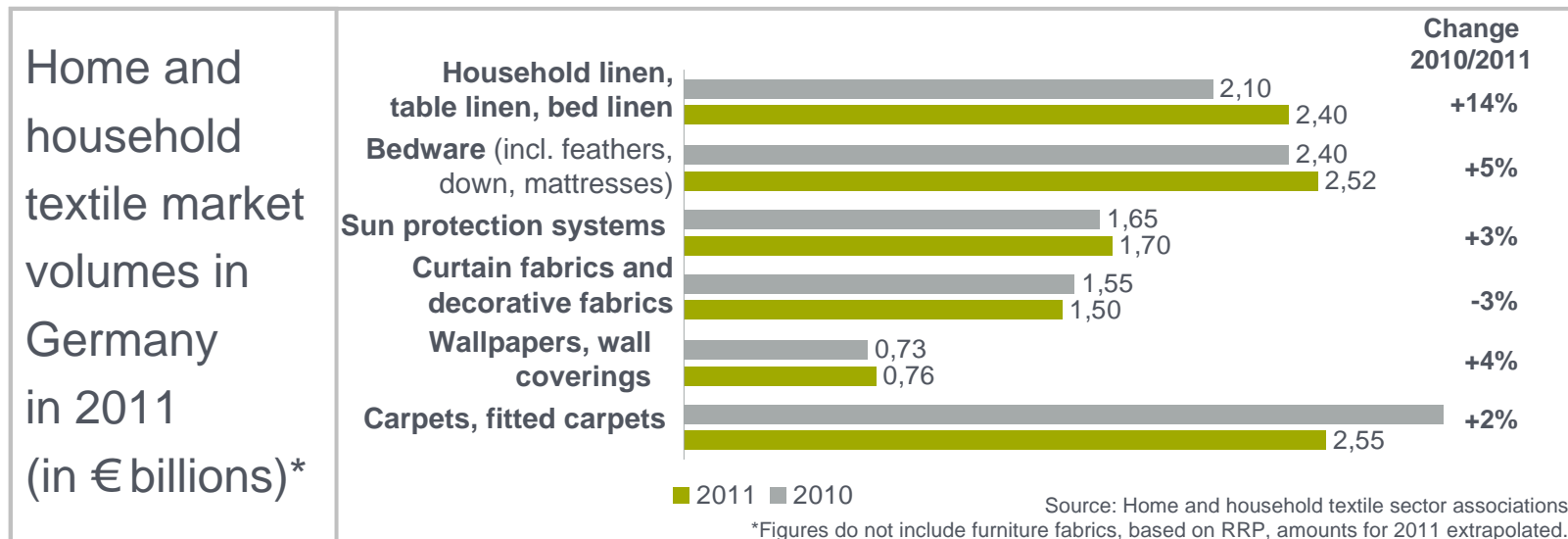
- 2,634 renowned companies from 61 countries in Asia, Europe, the Americas and Africa are on hand: 62 more exhibitors than in the previous year.
- Germany has a strong presence with 344 companies (2011: 341).
- Top 10 exhibitor nations other than Germany: China, France, the UK, India, Italy, Pakistan, Portugal, Spain, Turkey, Taiwan
- All regions of the globe contribute equally to the growth in exhibitor count – high share of international participation is stable at 87 percent.

→ **The world of textile interior design gets together at Heimtextil in Frankfurt.**



## German domestic sales increased in 2011 – The industry is approaching 2012 with confidence

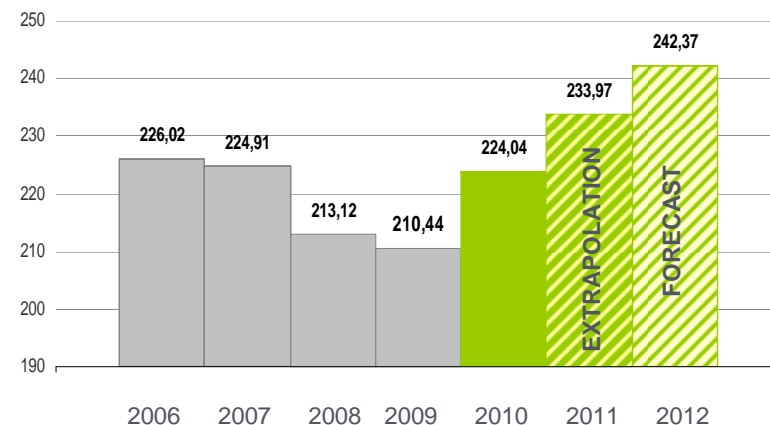
- Sales within Germany increased by four percent in 2011.
- Export rates make it official – German wallpaper is an export hit.
- Domestic demand continues to grow.



## Increasing demand: Germans invest more in home textiles than they do in televisions, stereos etc.

- Demand for home textiles in German households has begun growing again since the 2009 financial crisis.
- Germans spent an average of 224 euros on home and household textiles in 2010 – that is more than they spent on consumer electronics.
- Experts are forecasting annual total consumption of EUR 242 for 2012 (+ approx. EUR 20).

Consumption of home textiles in German households (in euros)\*



\* Amounts in euros for retail prices (RRP) including VAT Home textiles = Home and household textiles, including bed linens, bathroom linens, table linens, textile floor coverings, curtains, decorative fabrics, wallpapers.

Household consumption: Private consumer use only, does not include commercial use. Source: IFH Retail Consultants, 12/2011

**Thank you very much  
for your attention.**

**Welcome to Heimtextil  
11 - 14 January 2012  
in Frankfurt am Main.**

