HIGH-TEX FROM GERMANY
Textile technologies shaping the future

techtextil texprocess

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Textile innovations ‘made in Germany’ in demand in the USA

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‘High-Tex from Germany’ at Techtextil North America and Texprocess Americas shows again how innovative the German textile industry is.

Back to the USA: ‘High-Tex from Germany’ made a guest appearance at Techtextil North America and Texprocess Americas in Atlanta for the second time from 22 to 24 May 2018. At the special exhibition organised by the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*) in cooperation with the Association of the German Trade Fair Industry (*Messeausschuss der Deutschen Wirtschaft e.V. – AUMA*), a total of 66 companies presented technical textiles, nonwovens, textile-processing machines, smart textiles and textile-research projects to the trade visitors. The textile sector made its first appearance in the USA in 2000. This was followed by highly successful presentations in Shanghai in 2002, in Mumbai in 2007 and in Moscow in 2012.

“Taking ‘High-Tex from Germany’ to Atlanta again was a very good decision. The southeast of the USA has a long tradition of textile manufacturing. It is home to many companies that are always on the lookout for innovative textiles and machines for textile production and processing”, explained Detlev Rünger, German Consul General in Atlanta during the ‘High-Tex from Germany’ press conference.

“Fairs bring people together. And this was evident here in Atlanta. With the overseas exhibition programme, we give small to medium-sized companies the chance to show their products in foreign markets”, said Patrick Specht of the Trade Fair Policy and EXPO Participations division of the BMWi.

“‘High-Tex from Germany’ within the framework of Techtextil North America and Texprocess Americas was a very good platform for our small to medium-sized companies. After Techtextil and Texprocess in Frankfurt, these two events are the second-most important editions of the trade-fair duo. ‘High-Tex from Germany’ came fully up to our expectations and anyone who failed to take part missed a great opportunity to be noticed”, said Marc Lorch, Member of the Board of Zwissler Holding, who represented the participating companies as exhibitor president.

Michael Metzler, Sales President of ZSK Stickmaschinen, confirmed this saying, “A German pavilion of this scope makes us extremely visible. Thanks to the excellent organisation, we were also able to concentrate on promoting our company and products.” In addition to the appealing exhibition-stand concept and the excellent organisation, the companies taking part were particularly pleased with the high visitor standard. “We regularly exhibit at Techtextil North America but taking part in ‘High-Tex for Germany’ resulted in our best ever day at a fair here. The pavilion is a real eye-catcher”, said Thomas Wiederer, Area Sales Manager, Brückner Textile Technologies. “The visitors to our exhibition stand were very interested in our products. We gained potential customers and were able to make numerous high-grade contacts. The level of interest shown in our highly innovative e-textile solutions, which are completely new in the sector, was very high. We are looking forward to the follow-up phase”, said Andreas Lanyi, Vice President Digital Unit and Internet of Things of the Hamburg-based start-up, Lunative Laboratories.

Besides gaining new customers, the focus of the companies taking part in ‘High-Tex from Germany’ was on cultivating customer relations. “The German pavilion in Atlanta once again gave us a good opportunity to get to know the US market better. We have had a factory in the vicinity of Atlanta for two years now and aim to expand our network in the long term”, said Ronny Schröder, Associate Sales Director Technical and Comfort Products, Sandler. “We like making presentations within the framework of the German pavilion very much”, added Georg Voggenreiter, Technical Sales, Maschinenfabrik Herbert Meyer. “Once again, ‘High-Tex from Germany’ was a good starting point for cultivating contacts with our customers in the USA.”

The companies taking part in ‘High-Tex from Germany’ made their presentations on around 1,300 square metres of exhibition space with their own exhibition stands, with selected exhibits on a central ‘Plaza’, in guided tours and no less than 35 lectures. Additionally, the German Institutes of Textile and Fibre Research (*Deutsche Institute für Textil- und Faserforschung – DITF*), the Association of the Finishing, Yarns, Woven Fabrics and Technical Textiles Industry (*Industrieverband Veredlung, Garne, Gewebe und Technische Textilien – IVGT*), the Tübingen-Reutlingen-Zollernalb location agency and the German American Chamber of Commerce of the Southern U.S. provided insights into current research projects and offered information about the sector.

Note for journalists:
You will find background stories and further information in the Techtextil Blog and at www.facebook.com/techtextil and www.twitter.com/techtextil with hashtag: #hightexgermany.

Press releases & images:
www.high-tex-from-germany.de
https://techtextil.messefrankfurt.com/journalists

High-tech textiles from Germany

The ‘High-Tex from Germany’ exhibition is a presentation platform for companies from the German textile industry, the German textile-machine industry and the German apparel textile sector in Atlanta from 22 to 24 May 2018. Supported by the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*) in cooperation with the Association of the German Trade Fair Industry (*Messeausschuss der Deutschen Wirtschaft e.V. – AUMA*) ‘High-Tex from Germany’ will be held within the framework of Techtextil North America and Texprocess Americas, which take place at the Georgia World Congress Centre in Atlanta every two years. The initiators of the exhibition are the German textil+mode association, VDMA Textile Care, Fabric and Leather Technologies and VDMA Textile Machines. Messe Frankfurt, the world’s provider of textile fairs, is organising the event on behalf of the Federal Ministry of Economics and Energy.

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.
With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary figures for 2017
For more information, please visit our website at:
www.messefrankfurt.com I www.congressfrankfurt.de I www.festhalle.de

Background information about textil+mode

With around 1,400 companies and more than 132,000 employees in Germany, the German textile and garment-manufacturing industry (including the shoe and leatherware industry) is the country’s second-biggest consumer-goods industry. German textile and fashion companies generate annual sales of around € 32 billion (of which 60 % are textiles, 40 % garments), thus making Germany the leading European nation in this sector. Textile companies are important suppliers for many industries, such as the automobiles, aerospace, medicine and geo-technology sectors. textil+mode is the umbrella association for the German textile and fashion industry and represents the interests of the industry with respect to economic, social, collective-bargaining and educational policy.
www.textil-mode.de

Background information about VDMA

The German Mechanical Engineering Industry Association (*Verband Deutscher Maschinen- und Anlagenbau e.V. – VDMA*) represents more than 3,200 companies of the investment goods industry, most of them small to medium-sized enterprises, and is Europe’s biggest industry association. The German mechanical-engineering industry is a world leader and, with over one million employees, the backbone of the German industry and the country’s biggest industrial employer. The mechanical and plant-construction industry develops and produces key technologies for the world market with around 77 percent of production being exported. With sales amounting to € 220 billion in 2016, it is one of Germany’s leading branches of industry. The textile mechanical-engineering sector – represented by the Textile Machines Department of the VDMA with approx. 130 member companies – produced textile machines and accessories worth € 3.1 billion in 2015. Within the VDMA, the Textile Care, Fabric and Leather Technologies Department represents the interests of the foremost manufacturers of

sewing and garment-manufacturing technology, processing machines for technical textiles, shoe and leather technology and laundry and dry-cleaning technology.
www.vdma.org