

## **Textile Technology Leaders Heading for New Markets for Their Investments Await ITM 2021**

**All sectors from textile, shoes, automotive to food postponed their exhibitions planned to be organized this year to 2021 due to the troublesome pandemic. The companies have already started their preparations for the exhibitions to be held next year. Leading technology manufacturers of the textile industry are looking forward to ITM 2021, which is one of the world's largest exhibitions in its field, to introduce their latest innovations and machinery.**

Textile machinery manufacturers around the world had to slow down their production during the troublesome pandemic period. Recently, textile machinery manufacturers, who have focused on developing their technologies and searching for new markets, have also focused on increasing their competitive power around the world. Knowing that international exhibitions are the best way to reconnect with buyers, textile technology leaders have already started their preparations for the exhibitions that were postponed to 2021.

Companies that eagerly await to meet customers and introduce their new products are focused on global exhibitions, which address vast geographies. The ITM 2021 Exhibition, which has the feature of being a textile bridge between the eastern and western countries, is at the top of these exhibitions. Despite the impacts of the economic slowdown, the world's largest textile machinery manufacturers have shown that they trust the market in Turkey by maintaining or even expanding their booth spaces at the ITM 2021 exhibition. Many domestic and international ITM participants started to announce their preparations through press releases for ITM 2021, which will be held at TÜYAP Fair and Congress Center between June 22 and 26.

## **Despite the Pandemic, the Increase In Export Figures of Turkey Has Aroused the Proclivity of International Machinery Manufacturers**

Many firms interviewed by the ITM project team are united in the opinion that Turkey continues to be one of the most important countries for businesses looking for new markets and growth opportunities in this

devastating period. The fact that the Turkish textile industry demonstrated the whole world that it is a reliable and robust supplier despite the economic instability experienced during the pandemic period has a great impact on this success. Indeed, Turkey has continued to procure and sell textile machinery while many European machine manufacturers, who had to suspend their productions, experienced considerable declines in their orders and sales. Despite the pandemic, the Turkish textile industry, which has always managed to increase its export figures and continued its technology investments, has aroused the proclivity of international machinery manufacturers.

ITM 2021 Exhibition, which will be one of the biggest gatherings of the machinery industry of the world textile after the pandemic period, will crown this success. Leading technology manufacturers of the textile industry are looking forward to ITM 2021, one of the world's largest exhibitions in its field, to introduce their latest innovations and machinery that they have developed. Company officials, who will have the opportunity to observe rapidly changing technological innovations on-site, will direct their investments by integrating these developments into their production.

ITM 2018 exhibition, which was organized in 2018, had great success by hosting approximately 59 thousand visitors from 94 countries and 1150 participating companies and their representatives from 64 countries.