

# KARL MAYER

## **The KARL MAYER Group draws a positive summary after ITMA ASIA + CITME**

*High visitor interest, very good discussions*

KARL MAYER looks back on a successful ITMA ASIA + CITME from June 12 to 16, 2021. In Shanghai the international group of companies presented pioneering solutions for machines and technical services that make textile production faster, more self-sufficient and more diverse. "We want to help our customers participate in the current economic boom," said Arno Gärtner, CEO of the KARL MAYER Group. "We offer our clients solutions that, above all, use the possibilities of digitization for highly efficient production."

High-tech machines with an excellent price-performance ratio showed what the innovations look like, demonstrating their skills in the fields of warp knitting, warp preparation and also flat knitting. For the first time at a face-to-face trade fair, the new developments of the STOLL brand could be found on KARL MAYER's stand.

Here, guests were also treated to a show of trendy textile developments, which provided ideas and inspiration for new business, including ideas for manufacturers of technical textiles.

The contents and the concept of the KARL MAYER stand were very well received. The innovative global player was pleased to welcome the same high amount of guests from China as at the previous trade fair in 2018, despite the fact that fewer guests than hoped for came from one of its most important customer regions, Guangdong Province, due to an outbreak of Corona. Of course, the local visitors could not compensate for the Corona-related less international visitors. Nevertheless, for KARL MAYER, the plan worked out. "In view of the worldwide Corona-related travel restrictions, there were fewer visitors from abroad than in 2018. Nevertheless, we are very satisfied with our participation in ITMA ASIA + CITME. Our guests, mainly from the decision-making level, were extremely interested in our exhibits and held focused discussions with us. The exchange had a great potential for success, revealed serious ambitions to invest. We are expecting numerous projects in the course of the fair," explained Yang Zengxing, General Manager of KARL MAYER (CHINA).

Customers without the opportunity to travel will also be able to learn more about KARL MAYER's market effective solutions for current and future business. Since June 18, 2021, a hybrid trade show invites visitors to take a tour of the company's virtually displayed exhibition stand, including a variety of digital information materials such as videos and interviews with experts from the live trade show.

Click here to go to the hybrid fair: <https://www.karlmayer.com/en/itma-asia-hybrid-booth/>