

FUNCTIONAL TEXTILES SHANGHAI BY PERFORMANCE DAYS CELEBRATES ITS CHINESE PREMIERE



Design & Development GmbH Textile Consult, founder and trade fair organiser of PERFORMANCE DAYS in Munich, is eyeing the new year with a lot of hope. After the launch of Functional Fabric Fair by PERFORMANCE DAYS in New York City and Portland together with Reed Exhibitions, PERFORMANCE DAYS is further expanding its portfolio. In cooperation with Tengda Exhibition, the foundations have been laid for a new trade fair for functional textiles in Shanghai. On the 28th and 29th of September 2021, the FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS will premiere at the renowned Shanghaimart Exhibition Center, offering ample space for future trends displayed by more than 100 exhibitors.



As the new year is entered, the PERFORMANCE DAYS team looks forward with great optimism and confidence to the launch of the new fair for functional textiles - the FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS - in Shanghai. China counts as one of the fastest growing and more important future markets worldwide, especially when it comes to functional apparel. The oriental gateway is proving to be innovative, trendsetting, and more recently, increasingly sustainable.

This development is also reflected in the activities of yarn and fabric producers, with local sportswear brands enjoying significant growth. One can be particularly proud of the cooperation with Tengda Exhibition, which is renowned for providing professional services for manufacturers and trading companies in the textile, fibre and various apparel segments. Their services range from fairs to sourcing events in China, Japan, Spain, Great Britain and Turkey.



The premiere of FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS will be held at Shanghaimart Exhibition Center on the 28th and 29th of September. Here too, a conscious decision was made for specifically choosing it as an influential trade fair and trading centre. At present, almost 1.000 companies from more than 20 countries and regions have set up offices and showrooms on site, most of them renowned industry experts from the textile and fabric branches.

**Qualitative, informative & innovative:
Shanghai fair borrows from the Look & Feel of PERFORMANCE DAYS**

The FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS event team will transfer the already established concept of PERFORMANCE DAYS from Munich to Shanghai. This will lend the fair in China not only the Look & Feel of a familiar concept, but above all the same aspirations in terms of quality. And indeed with a total of 5.300 square metres, more than 100 Chinese and international exhibitors will have sufficient exhibition space. In line with this, the fair organisers wish to guarantee industry visitors to the fair a balanced assortment of top brands from the world of functional textiles.

The fair will focus on the latest trends and innovations from the world of textiles, yarns, membrane technologies and accessories for functional sportswear, workwear, performances wear and lifestyle wear. Demand is accordingly high, with top manufacturers such as Romrol, Sanchuan and Winsun confirming their participation along with other well-known brands such as Anta, Bosideng, Decathlon, Descente, Eral, Fila Hotwind, Icicle, Jeep, Kailas, Kappa, Li-Ning, Peace Bird, Peak, Semir, Skechers, Tread, Uniqulo, Zuczug and 361°, to name a few.



As is usual at the trade fair in Munich, there will also be an informative supporting program with exciting expert talks and discussion panels on sustainable and industry-relevant topics. The centre-piece of the fair, the PERFORMANCE FORUM, rounds off the comprehensive package. Materials from exhibitors curated on-site will be displayed on this specially designed platform. Trade fair general manager Marco Weichert had this to say: “We are thrilled to be starting the new year with such inspiring new projects. The launch of FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE

DAYS in September is the result of many years of monitoring of the Asian market and its increasing demand for curated and high quality sustainable offerings. We are especially pleased about the partnership with Tengda Exhibition, who are real professionals in this field. We are absolutely convinced that the PERFORMANCE DAYS concept, which we will adopt in Shanghai, will be very well received by local trade fair visitors and exhibitors.”



Noel Tian, Managing Director, Tengda Exhibition, adds: “The functional apparel market in China is growing so fast, the brands here need one professional, focused and high class platform for functional textiles just like PERFORMANCE DAYS. We are really excited to launch FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS while adopting 100% the PERFORMANCE DAYS concept in the special new year 2021.

It is a great honour to have this partnership with Design & Development GbmH Textile Consult and their world famous trade fair brand.“

FUNCTIONAL TEXTILES SHANGHAI by PERFORMANCE DAYS

September 28-29th, 2021

Shanghaimart Exhibition Center No.99 Xingyi Road,Chang Ning District,Shanghai China

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