

Press release
Paris, 7 July 2020

Messe Frankfurt France is providing a digital platform from September 2020 to support its visitors and exhibitors.

To meet the expectations and needs of all fashion industry professionals, the organiser of the international textile fairs Messe Frankfurt France has decided to team up with Foursource, a specialist in digital textile sourcing solutions, to offer a digital platform in the colours of The Fairyland for Fashion fairs: Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld and Texworld Denim Paris.

This platform will enable exhibitors from Messe Frankfurt France tradeshows - textile and clothing manufacturers, brands, accessory manufacturers, etc. - to present their collections and their know-how to international buyers through a complete digital networking solution: virtual showroom, matchmaking, definition of needs, etc. Buyers also profit from a specific section to define their requests and build their collection based on selection criteria designed for the textile world: country, minimum quantities, type of service, certificates, etc.

With the 15,000 visitors of Messe Frankfurt France tradeshows and the 15,000 professionals already registered on the online sourcing platform, nearly 30,000 textile and clothing professionals will be able to benefit from this tool. Available from 1st September on the respective trade fair websites, this solution will be offered exclusively and for a renewable period of 6 months to exhibitors at the February edition (1-4 February 2021) of the Paris trade fairs. It will help to maintain a working relationship between buyers and manufacturers and support them in their projects between two editions of the Messe Frankfurt France trade fairs.

Messe Frankfurt France S.A.S.
1, avenue de Flandre
75019 Paris – France

As a partner of Messe Frankfurt France, Foursource has been developing since 2016 global textile sourcing databases enriched with algorithms specially designed to facilitate relations between buyers and manufacturers. *"With this new partnership, Messe Frankfurt France is giving priority to textile expertise and quality contacts. These new access points will help to maximize opportunities between buyers and exhibitors at the next edition of our textile trade shows"*, summarises Frédéric Bougeard, President of Messe Frankfurt France.

Next shows session 1st to 4th February 2021

Websites:

<https://apparel-sourcing-paris.fr.messefrankfurt.com>

<https://avantex-paris.fr.messefrankfurt.com>

<https://leatherworld-paris.fr.messefrankfurt.com>

<https://texworld-paris.fr.messefrankfurt.com>

Providing maximum convenience for visitors, Apparel Sourcing, Avantex, Leatherworld, Shawls&Scarves, Texworld and Texworld Denim Paris belong to the cluster of related trade shows organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

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All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at the new platform: www.texpertisene트워크.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

Press officers:

Dimitry Helman – dimitry@re-active.fr – +33 6 77 99 20 76

Messe Frankfurt France – Cassandra Galli – cassandra.galli@france.messefrankfurt.com - +33 1 55 26 61 39