

# heimtextil

RUSSIA


International Trade Fair  
for Home Textiles, Floor Coverings  
and Interior Furnishings

## POST SHOW REPORT

18–20 September 2018

IEC «Crocus Expo»

Pavilion 1, Halls 3 and 4

 messe frankfurt

Supported by

 UTIB  
ULUDAĞ TEXTILE EXPORTERS' ASSOCIATION



## Product Groups



Bathroom Textiles



Kitchen Textiles



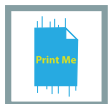
Window Decoration



Carpets and Floor Coverings



Sun Protection Systems



Digital Print on Textile



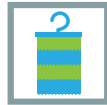
Furniture Fabrics, Leather



Bedroom Textiles



Wall Decoration



Fabrics for Interior Decoration



Textile for Children



Contract Textiles





## Exhibitors

### Facts and Figures



**229** companies  
from **19** countries



**11 389 m<sup>2</sup>**  
Gross space



**82%** are planning to participate  
in Heimtextil Russia 2019

### Participating Countries



### Exhibitors' feedback

**Rajesh Satam, Joint Director**  
Texprocil (India)

“ The fair is well organized in terms of its entire infrastructure, and it offers a lot of scope. Organizer's work was fantastic, also in terms of variety of programs that have been set up. We are definitely looking forward to develop our co-operation with the organizer and involving more Indian companies next year. ”

**Svetlana Beznosiuk, Sales Manager**  
Decovilla (Turkey)

“ Our impressions about Heimtextil Russia are very good! There were very many visitors from all over Russia, including Siberia and the Urals. We are very satisfied! We liked both organization of the fair and the exhibition center. I think we will take part in Heimtextil Russia next year. ”

## Visitors

### Facts and Figures



**17 101** professional  
visitors

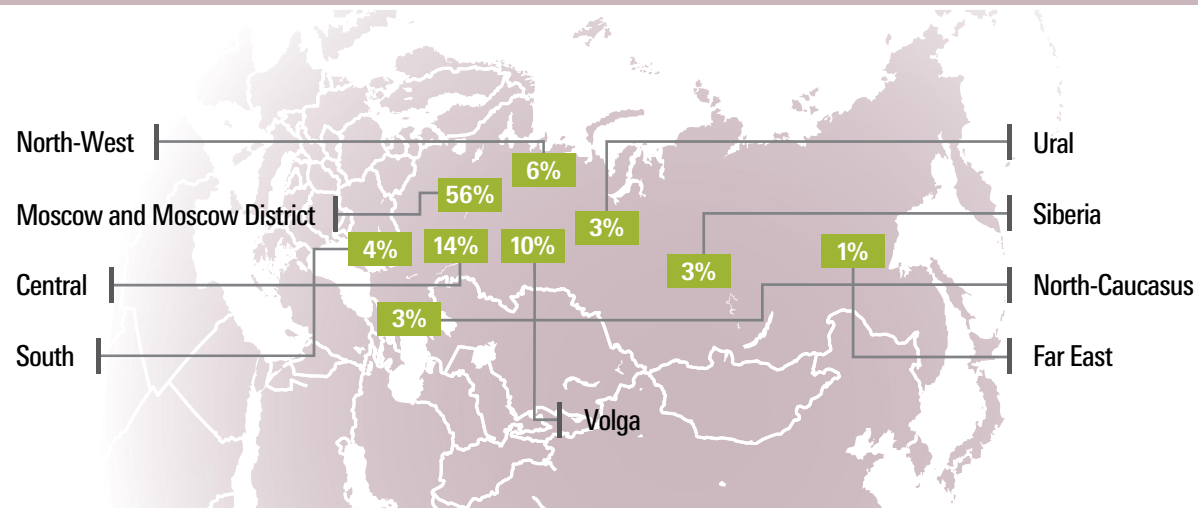


from **39** countries



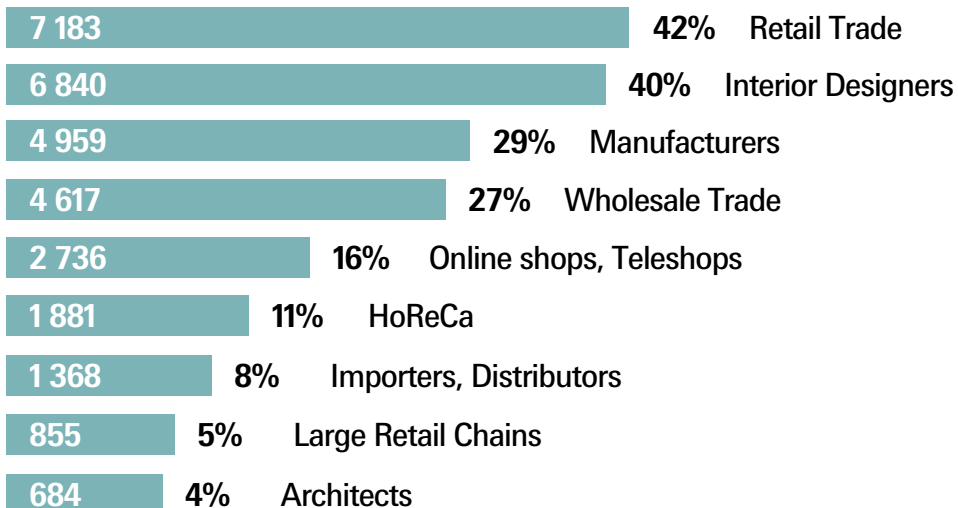
**81%** are decision  
makers

### Geography of visitors by Federal Districts of Russia



## Visitors

### Visitors' Profile\*



\* Visitors could select multiple answers



### Visitors' feedback

**Olga Zvyagina, Category manager**  
Komus (Russia)

“ I have visited Heimtextil Russia for several years and I might say that this year the level of the fair has grown very much, I was pleasantly impressed. The number of large suppliers has remarkably increased – we have initiated co-operation with several new companies. For us everything was very effective and positive “

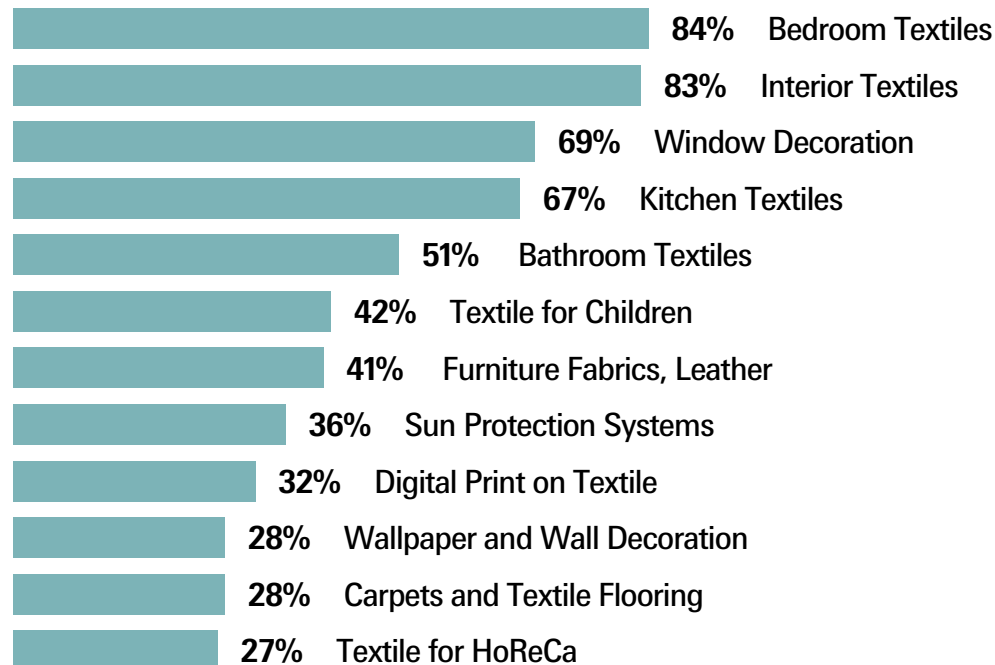
**Alexander Alizar, Head of direction**  
MebelVia (Russia)

“ I'd like to mark convenient organization both before and during the fair. Before the fair I found all necessary information about the exhibitors on the fair website, and on the grounds the fair team helped me solve all questions very quickly. I should say that division of the exposition according to the exhibiting countries was very convenient. As a result we have established contact with 12 suppliers “



## Visitors

### Most Popular Product Groups



\* Visitors could select multiple answers



### Exhibitors' feedback

**Svetlana Lonskaya, Official Representative  
Brinkhaus (Germany)**

” In general I may say that the fair has left positive emotions. Especially I liked organization of presentations for HoReCa programme. The organizer has understanding of what the Russian market needs in this segment. “

**Dario Colombo  
Castiglioni (Italy)**

” The fair was quite good this year. There are much more visitors from the wholesale sector, and not only from Moscow: Krasnodar, Novosibirsk, Astrakhan, Saint Petersburg and all around Russia. It's very good! The fair was properly organized, we are fully satisfied! “

## Fringe Program

### International Forum «Sales 2018 / 2019» and B2B Negotiations

- In the first part of the Forum representatives of large retail chains and the leading market experts highlighted the most actual questions on interaction of manufacturers and suppliers with retail chains.
- B2B negotiations included about 150 meetings with 12 federal and regional retail chains.

### Guided Tours

Guided tours with industry experts were conducted on the exposition: “Textile for contract business” and Tour in the Chinese pavilion. Thanks to the tours the exhibitors could describe the advantages of their products to the maximum target audience. This format is ideal for the companies, which want to present a certain product group or enter the Russian market for the first time.

### HoReCa Day Program

The programme included a number of lectures and workshops, devoted to the topic of textile for hotels and restaurants. First Club for Hospitality professionals was Co-organizer of the program.

### Visitors' feedback

Anna Guseva, Chief Technologist  
Chiedo Cover (Russia)

“ The fair is simply great! I liked both the exposition and the fringe programme. We took part in the guided tour along the companies offering textile for hotels and restaurants. The format is very convenient. We visited many companies and we are already concluding agreements on co-operation

Irina Berestenko, Interior designer,  
Decorator

“ I have visited Heimtextil Russia for several years. The fair is very interesting, I always learn new trends here. At the exposition one can always find the latest collections of interior textile and see textile novelties. The fair center is very convenient for visiting



## Fringe Program

### Heimtextil Russia Design Academy

Traditionally Heimtextil Russia Design Academy has been the creative center of the fair, and this year this area has presented several events for designers and decorators.

#### Trend Area with Lectures

In the topically designed Trend area visitors could listen to the lectures and workshops by the Russian and European designers. The lectures covered the topics of interior design, textile design, design for hotels and restaurants.

#### Design Education Workshops

Practical workshops by the leading design schools were organized on the fair grounds. Visitors could try their hand at painting on fabrics and creation of textile print, collages, work with felt, sketching, design drawing, creation of textile decorations and hand carpet weaving.

#### Heimtextil Russia Design Awards

Heimtextil Russia has been organizing its own Design Awards for six straight years. This year the task was to create a collection of 5 prints according to Heimtextil Trends. The winner is Maria Mamay, a student of Stroganov Moscow State Academy of Arts and Industry. As the winner Maria will exhibit in Design pavilion at Heimtextil 2019 in Frankfurt.





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Main Media Partner of Heimtextil Russia Design Awards



# heimtextil

RUSSIA

See you at Heimtextil Russia 2019!

**17–19 September 2019**

IEC «Crocus Expo», Moscow

**Organizer**

Messe Frankfurt RUS

[www.heimtextil.ru](http://www.heimtextil.ru)



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