

Those attending the “mtex+” fair want to do more than just buy and sell

Interview by the vti press service with C³ Manager, André Rehn, on the new “fair & convention” format

Chemnitz, January 2020 – The “mtex+” fair is enhancing its profile for the 8th edition on 9-10 June 2020 and is being launched under the title “Fair & Convention for Hightech Textiles”. The Carlowitz Congresscenter, which will be opened following large-scale extension and modernisation work and is situated at the heart of Chemnitz, will also be the new venue for the event. André Rehn, Head of Sales for Trade Fairs/Congresses for the organiser, C³ GmbH, Chemnitz, has given the following interview to the vti press service of the Association of the North-East German Textile and Clothing Industry (vti), Chemnitz:

Mr Rehn, your team has developed a new concept for the 8th edition of the “mtex+”; the advisory board, which consists of entrepreneurs, textile researchers and business experts, has given its approval to the plans. How does the professional target group, which you have in mind, view the new format?

We’ve visited numerous special textile events across Germany during the last few months to present the format that we’ve developed. We’ve explained why we’re placing our focus on the development, production and use of all kinds of high-tech textiles and are integrating the textile themes covered by the LiMA lightweight design exhibition, which has been held as a parallel event in the past, within the “mtex+” format in future. The reactions from the textile sector have been positive. Above all, we’ve been able to see that our business partners welcome the change of venue to the new setting at the heart of Chemnitz.

What else will be different about the next “mtex+” in comparison with its predecessors?

I’d first like to mention the new location, the eye-catching Carlowitz Congresscenter, which is both attractive from aesthetic and functional points of view and has been designed with sustainable business in mind. It’s ideally suitable for our forum where everything is on the spot and with intense personal contacts. Exhibitors and trade visitors will find ideal opportunities to discuss matters in depth. For example, we’ll be creating special areas for topics like smart textiles, acoustic textiles or sustainable textiles. Another new feature is that all those attending can make use of the free catering service at any time without any complications. We’ll make this available at different places – but always near the main events; the income from the fair will cover the costs of this.

You boldly used the vti reception at the TECHTEXTIL 2019 exhibition in Frankfurt to invite the entrepreneurs, textile researchers and specialist journalists there to attend the 8th “mtex+”. How can “David” (“mtex+”) score points over “Goliath”? Definitely not with the numbers and variety ...

... but with space and opportunities for making deeper contacts in this specialist field. Trust needs to grow between business partners. The main idea behind huge fairs like the TECHTEXTIL is to provide information. The question posed there is: what’s new? Exhibitions like that are also dominated by unavoidable hectic activities. The people who come to our event in Chemnitz – that is to say, to the centre of the modern Central German textile and research region – don’t just want to buy or sell, but discuss ideas and find partners for joint projects. You need a certain degree of “leisure” for this – or a format, which is dominated by the idea of cooperation, like the one that we’re using at our “fair & convention”. And please

don't forget that by restricting the "mtex+" to two event days, it's a rewarding address for exhibitors and trade visitors, not least because of the total expenditure involved. www.mtex-plus.de