



TECHNICAL TEXTILES

ECONOMIC POTENTIAL
OF INDUSTRY

INTERNATIONAL EXHIBITION
OF TECHNICAL TEXTILES



Pavilion 3

11-13
MARCH
2024



The exhibition will display technical textiles and nonwovens with smart properties.

The exhibition will present:

PVC materials, geotextiles, fabrics for workwear and ready-made PPE, synthetic fibers and fillers for furniture and much more.



Technical Textiles Exhibition business program

“Technical Textiles - a global and strategic direction for development of textile industry” forum will last for three days...

Forum discussions will touch upon main issues which manufacturers of technical textiles are facing. Industry experts and state procurement officials will discuss key issues of industry: supply of chemical fibers and threads, training, state programs for financing technical re-equipment of technical textiles enterprises.



The technical textiles exhibition is a professional platform that allows to **COMPREHENSIVELY** address your business problems in three days.

The technical textiles exhibition will be held from March **11 to 13** at a time with and on the same venue with **INTERFABRIC**, the largest exhibition of fabrics and textile materials in Russia.



Main competitive advantages:

Strategic alliance with INTERFABRIC the largest textile exhibition

The technical textiles exhibition runs at a time with **INTERFABRIC-2024.Spring**.

Strategic alliance with SOYUZLEGPROM industry union:

- opportunities for lobbying technical textiles companies' interests at all levels of government through the industry Union;
- formation and updating of a unique industry base of visitor companies which ensures the attraction of a large-scale target audience to participants' stands;
- obtaining a package of advertising and marketing services to promote products from the moment of signing a participation agreement that is long before the immediate start of the exhibition. These services are included in the participation fee;
- services of Legprom Cloud industry marketplace;
- advantages of connecting your businesses to Legprompark creative cluster;
- contract manufacturing and agency services in the Republic of Uzbekistan;
- industry consulting, including industry analytics, product certification, etc.

Thematic sections:



Technical textiles



Geosynthetics



Non-woven materials



Textile-based composites



Yarn, yarns, fiber, reinforced yarns



Awning materials and technologies for glamping, camping, hangars



Fillers for furniture



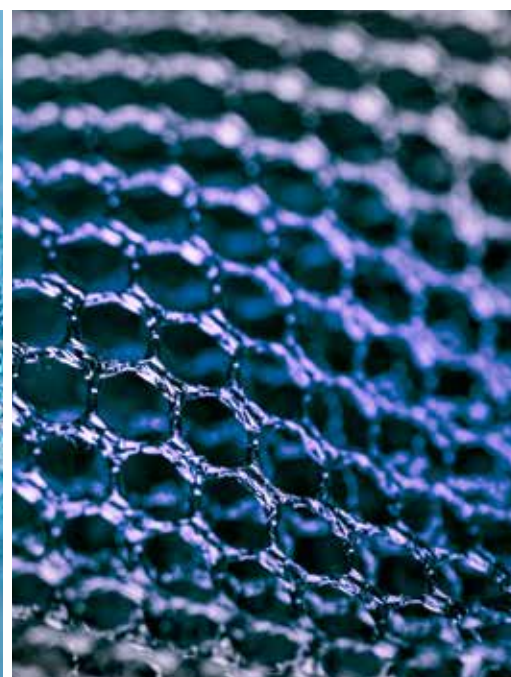
Materials for thermal insulation



Fabrics for special and sportswear, PPE



Industrial automation, IT technologies for factories





 **INTERFABRIC**

Exhibition in numbers



19 763
VISITORS



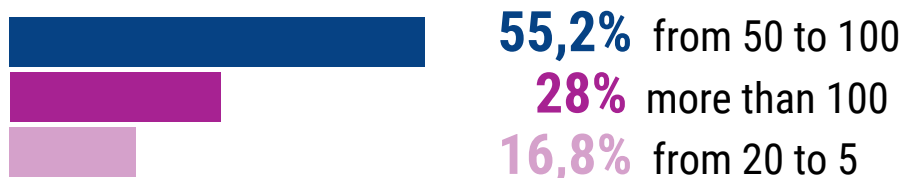
28 000 m²
EXHIBITION AREA



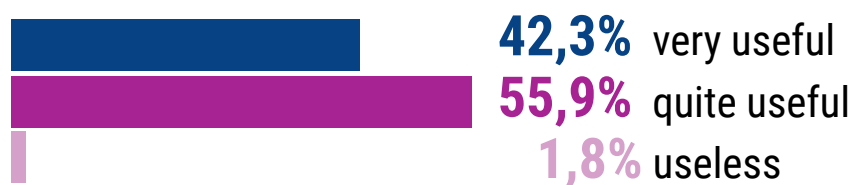
> 40
REGIONS OF RUSSIA AND **12** COUNTRIES OF THE WORLD

Sociology of exponents

Number of business contacts held at the exhibition

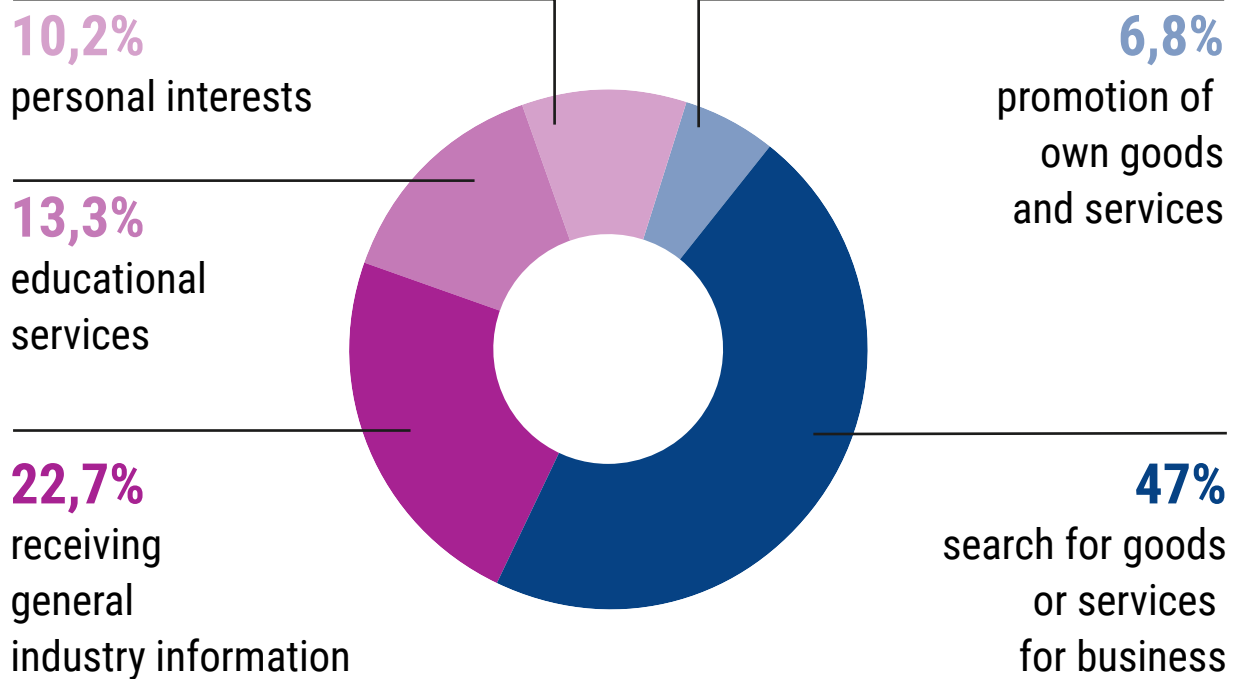


HOW USEFUL WAS PARTICIPATION IN THE EXHIBITION FOR FUTURE SALES



Sociology of visitors

Purpose of visiting the exhibition



Unique opportunities for the Salon's exhibitors

Technical textiles

- 1 Advertising and marketing support**
of exhibitors from the moment of signing the contract for participation. Publication of the company's news on the exhibition website and in partner media. You benefit from the industry coverage provided by the partnership with the Russian Union of Textile and Apparel Industry Entrepreneurs (SOYUZLEGPROM). Wide promotion of exhibiting companies and exclusive promotion of exhibitors by means of advertising and sponsorship packages.
- 2 Presentation of the company's products**
to the target audience of buyers: state and oil and gas corporations, defense industry, government contracts for procurement of medical textiles, Ministry of Emergency Situations, agrotechnical companies.

94% OF TARGETED VISITORS INFLUENCE DECISION -
making on the procurement of products
presented at the exhibition.

3 **Seeking out new customers**

The audience of visitors to the exhibition is constantly updated: 9,698 specialists (49.3% of the total number) visited the exhibition for the first time. We are already working on filling the database of target visitors for all thematic sections of the exhibition.

4 **Expanding the geography of sales**

The exhibition is also visited by specialists from more than 40 regions of Russia: St. Petersburg and Leningrad region, Sverdlovsk region, Republic of Tatarstan, Chelyabinsk region and others.

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