

## HEIMTEXTIL 2016, FRANKFURT, GERMANY

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Council organized participation in Heimtextil 2016 held at Frankfurt, Germany during 12-15, January 2016 along with 54 member exhibitors under Market Access Initiative Scheme of Ministry of Commerce & Industry.

### About Heimtextil

Heimtextil is the biggest international trade fair for home and contract textiles and the global benchmark for quality design textiles of innovative functionality. The event is organised every year in January and is the annual starting buying season for manufacturers and trade visitors from all over the world. With its foremost global orientation, the event attracts visitors / exhibitors from all over the world. The event is organised by Messefrankfurt.

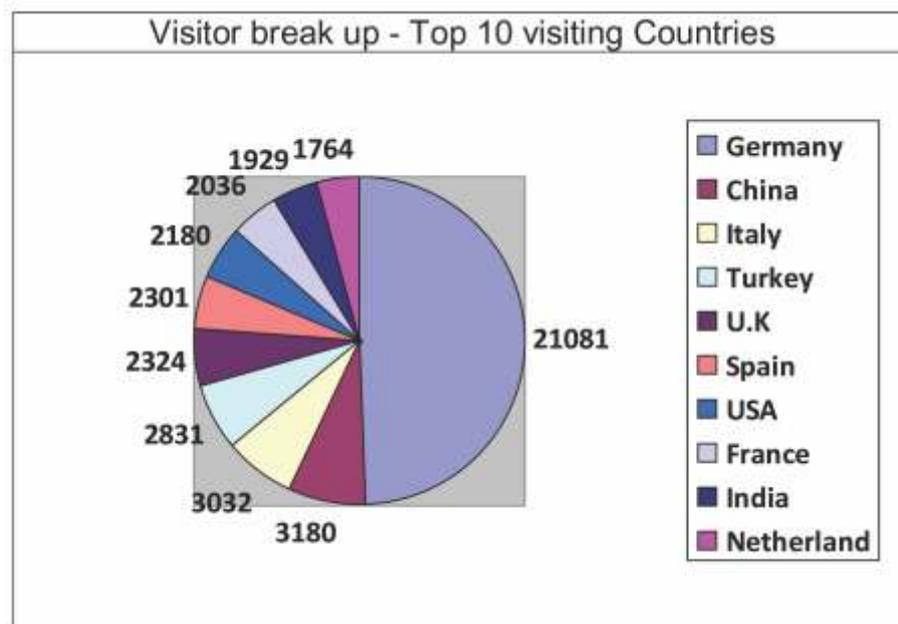
The globally- leading trade fair for home and contract textiles presents the world's widest range of hometextiles such as table linen, bed linen, kitchen linen, bath linen, carpets, curtains & cushions and upholsteries.

### Global outlook of Heimtextil

Heimtextil in Frankfurt is by far the most visited international event of its kind. 'From northern Europe to South Africa, from America to Asia: visitors to Heimtextil come from across the world and all of them want to see what the latest trends in the textile market are'. As was the case last year, 68 per cent of trade visitors came from abroad. There was an increased number of visitors from Italy, Spain, Sweden, Russia, Japan and South Korea in particular at Heimtextil 2016.

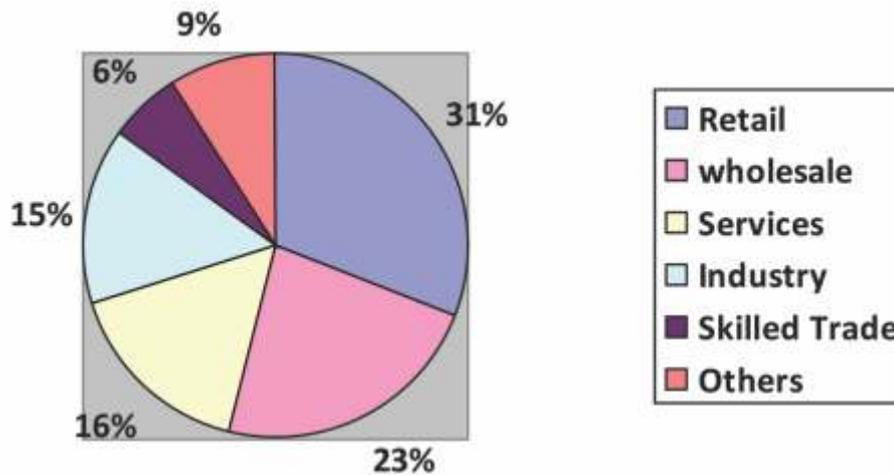
Over 69,000 trade visitors (2015: 67,861) and 2,866 exhibitors (2015: 2,723) from across the world travelled to Frankfurt from 12-15 January to start the economically promising 2016 business and trade fair year together. The positive economic indicators also boosted discussions between suppliers and purchasers. Heimtextil has thus impressively consolidated its position as the top global meeting place for the industry.

Out of 69000 visitors from 137 countries, the breakup of visitors from top 10 countries is given below

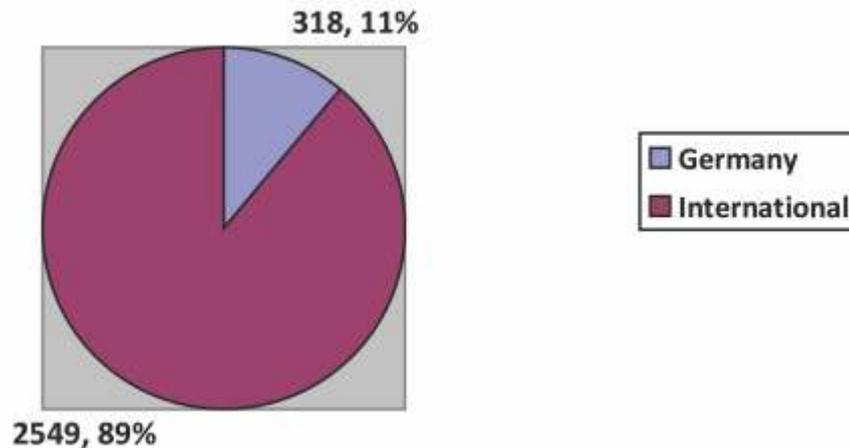


# Fair Report

## Visitors Segmentation



## Exhibitors profile



Out of 2867 exhibitors, Germany had 318 exhibitors and remaining 2549 were from overseas countries thus constituting about 89% international participation. This year's Heimtextil saw a growth in exhibitors from Europe, in particular Turkey, Italy, the Netherlands and Belgium, as well as global exhibitors from many countries including Brazil and the USA.

### Growing product segments

In terms of products, Heimtextil was able to considerably expand its portfolio in various

segments. For the fast-growing segment of décor and upholstery materials, hall 4.0 was even equipped with a new, additional hall level, where primarily high-quality exhibitors from Italy showcased. Digital printing is one of the most important growth segments in the industry. Textile digital printing with all the market leaders such as Epson, Hewlett Packard, Kornit, Mimaki and Zimmer was also considerably expanded in comparison to last year. The product group “bed” with bed linen, bedding, covers, decorative pillows and mattresses was also added to.

## Theme Park

As the world's leading trade fair for home and contract textiles, Heimtextil has a special function as a barometer for trends and measure of quality textiles with design and innovative functionality.

As a highlight of the event, the "Theme Park" at the event provided an opportunity for trade visitors to see bold designs and hot trends. This spectacular trend area at Heimtextil, which was given a dedicated hall (Hall 6.0) for the first time this year, proved to be a magnet for all those seeking inspiration and an overview of global trends. The Theme Park explored and depicted these trends in a vivid way in the form of a Trend table created by six

internationally renowned design studios. The theme of the 2016 Theme Park was "Well-Being 4.0". In present living environment, we are bombarded with information and stimulation and in which we can be contacted day and night. Therefore, we want our home to be an oasis of peace where textiles, designer products and furniture create an inviting feel-good atmosphere and enhance our quality of life. The designs and materials on display at Theme park were characterized by a holistic approach that places the human aspect in the foreground and speaks to all senses. The American agency WGSN was responsible for implementing the trends at the trade fair and creating the Trend book.



## Furnishing Trends

The following are the findings of Management Report titled "Textiles in Hotel Design" - Hotel Furnishing Success Factors' published by Messe Frankfurt on the occasion of Heimtextil 2016 and the same is shared with our members for a better understanding of market.

- *Textile furnishings important for 88 percent of upmarket hotels*
- *Quality and sustainability are the most important furnishing trends*
- *Fairs are the most valuable source of information and inspiration for hoteliers.*

In the study, 200 decision makers from German first-class hotels provide new insights into textile furnishing with details of procurement channels, trends, sources of inspiration and information & buying criteria.

### The results in detail:

The most important textiles for furnishing hotels: Many guests rate the quality of their hotel room in accordance with the quality of the bed. Therefore, bed linen and mattresses are considered to be particularly important by 84 and 80 percent of hoteliers respectively. In the case of city hotels, the figure for mattresses rises to not less than 95 percent. Bedding, with 69 percent rate as being important, is also a significant factor for textile furnishing. However, towels are perceived as being even more important (78 percent). Rounding off the top-five list of the most important product categories for the hotels polled is table linen with 61 percent. By contrast, curtains rank among the five most important products for country hotels (57 percent).

Textile furnishing decision makers: Generally speaking, two different departments are responsible for selecting textile furnishings in hotels: in 76 percent of cases, it is the purchasing and house-keeping departments (51 percent). In individual hotels, however, many of which are owner run, the owner (or

leaseholder) is the usual co-decision maker (67 percent) alongside the specialist purchasing department. Also, external experts, such as architects of interior-furnishing specialists, play a more important role for country hotels than for city hotels and hotel chains.

Purchasing criteria: Quality is the most important criterion when it comes to purchasing for 93 percent of hotels. Ease of care and cleaning are highly rated by 82 percent. Only 49 percent regard the price as a decisive criterion and certainly less important than sustainability, which is mentioned as one of the five most important criteria by 53 percent of all respondents. For country hotels, the long-term availability of products is a major factor (54 percent) compared to only 31 percent for all hotels. The question of country of origin is also an issue, especially for city hotels (42 percent).

Current trends: Asked about anticipated trends, 42 percent of hoteliers said that quality was most important. Sustainability is a trend in the city (46 percent). 34 percent of respondents believe that sustainability will also play a leading role as a future trend. Around 28 percent who see a greater design orientation as a trend spoke of concepts such as 'Vintage', 'Baroque', 'Laura Ashley' and 'modern designs with clear lines and sharp edges'. The fourth significant trend is towards product qualities, such as easy care and allergy friendliness.

Sources of inspiration and information: 43 percent of hoteliers attend fairs and congresses to gain inspiration and gather information. 40 percent use the traditional catalogue. This is followed by internet research on the manufacturers' websites (32 percent), as well as blogs and online communities (27 percent). Moreover, the study revealed significant differences in the patterns of usage in the city and in the country. Thus, country hotels tend to orientate themselves towards their competitors (22 percent) or ask an interior-decoration specialist (31 percent) or architect (28 percent) while city hoteliers are more likely to visit a trade fair such as Heimtextil

## About HEPC's Participation

HEPC has been taking part in the event for more than two decades. Heimtextil 2016 participation by HEPC was organised under Market Access Initiative Scheme

of Ministry of Commerce & Industry. 54 exhibitors exhibited their products under the aegis of Council in an area of 964 sq.mtrs. The exhibitors were placed in Hall 6.3 (24 participants in 346 sq.mtrs) & 10.3 (30 participants in 618 sq.mtrs).

### Standard Booth



### Customised Booth



### Branding on-Site





The exhibitors were from all over India and predominantly from important exporting centres like Karur, Panipat, New Delhi and Kannur. Majority of the participants (30 Nos) had taken raw space and constructed their own customized booth. Remaining participants (24 Nos) had taken standard booth from the Council. This included many first time exhibitors and also repeat participants. Some of the notable participants under state agencies included Co-optex International, Kerala Handlooms (6 primary Cooperative Societies), Handicraft and Handloom Export Corporation of India Ltd., etc, The product range of our exhibitors included Table linen, Kitchen linen, Bedlinen, Carpets & Floor coverings, Upholsteries, curtains & Cushions, Throws, etc.

During the interaction with Shri. Anil Raj Kumar, Addl. Development Commissioner (Handlooms), the participants opined that there was a downfall in terms of number of visitors to their booth. However, the quality of the visitors improved.

Most of the Council's participants opined that the new event schedule (Tuesday, Wednesday, Thursday and Friday) introduced for the first time in Heimtextil 2016 paved way for quality visitors even during last day of the event.

In general, the response for Table Linen had slowed down. The global economy is still under recessionary trend with a less economic activity in developed

market including EU countries which has shrunk the order volume. However, such small order volume requirement is apt for handloom industry in particular for its economic production as handloom sector is known for its small production run with a possible variation in design, color etc for each production run, thereby matching the demand and supply requirement

As per the feedback from the HEPC's participants, business worth around Rs.70.20 crore was generated (Rs.15.12 crore – spot order and Rs.55.08 crore – business enquiries) during the event. 979 trade visitors visited Council's participants booth. Our participants reported that they had visitors from Italy, Spain, Brazil, South Africa, Morocco, Singapore, France, Ireland, U.K, Mexico, Israel, Sweden, Denmark, Poland, USA, Bosnia, Tunisia, Russia, Chile, Germany, Australia, New Zealand, Holland, Belgium, Canada, Latvia, Austria, Romania, Greece, Portugal, Turkey etc. This is a testimony to the popularity of the event among trade fraternity across the globe.

Shri. Subhash Chand, Consul from Consulate General of India visited the event and inaugurated India Handloom Pavilion along with other officials from the Ministry of Textiles which included Shri. Anil Raj Kumar, Addl Development Commissioner (Handlooms), Shri. Ram Singh, Director and Shri. A.K.Sharma, Deputy Secretary.

Shri. Gagan Rai, Chairman and Shri. R. Rajendiran, Vice Chairman, HEPC had a meeting with fair authority

Mrs.Meike Kern, Director and Mrs.Almut Kwetkus and discussed with them regarding the scope for increasing the space allocation to HEPC in Heimtextil 2017 and also space for participation in Ambiente during 2017-18. The fair authority informed that they would consider it against any withdrawal and subject to space availability.



Council organized Exhibitors Meet on 3<sup>rd</sup> day of the event to ascertain the feedback from Council's participants. Shri.Gagan Rai, Chairman, and Shri.R.Rajendiran, Vice Chairman of the Council welcomed the participants. The Ministry officials who visited Heimtextil also attended Exhibitors Meet.

Considering the response for new event schedule, the fair authority informed that the next Heimtextil - an international trade fair for home and contract textiles, will take place from 10-13 (Tuesday – Friday) January 2017 in Frankfurt am Main thus retaining the revised schedule experimented during 2016.



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