

Press release

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## Messe Frankfurt and Inexmoda launch Heimtextil Colombia, a bet towards the Americas

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**Messe Frankfurt, one of the world's largest trade fair organizers has licensed its Heimtextil brand to Inexmoda, a private nonprofit institute based in Colombia (South America) and owner of the most important textile and fashion trade shows in Latin America: Colombiatex of the Americas and Colombiamoda, Colombia's Fashion Week. The first edition of Heimtextil Colombia in Medellin will open its doors in April 2021.**

During the 50<sup>th</sup> anniversary of the Frankfurt edition in January 2020, Messe Frankfurt and Inexmoda announced Heimtextil Colombia, a new trade show for the Americas that will take place in Colombia, South America. Messe Frankfurt, owner of Heimtextil, has licensed the event to Inexmoda, the Latin American Fashion institute creator of the most successful textile and fashion trade shows for this market. With Heimtextil Colombia Messe Frankfurt strengthens its position as world leader of trade fairs for the textile business.

Heimtextil Colombia will take place in Medellin, one of the most important and innovative cities of Colombia (South America), and cover the Americas which represent a high potential in the world market. Messe Frankfurt and Inexmoda are targeting Colombia as a business platform for the home, furnishings, hospitality business, and further textile related products that will gather both top of the line exhibitors, and professional buyers from the region. The development of tourism and mobility in the Americas has driven a surprising increase in the demand of hospitality services and boosted construction rates, which creates new opportunities for companies and professional buyers in these categories, who will be able to meet at Heimtextil Colombia.

The arrival of Heimtextil Colombia to the Americas will represent the first step to position this country as the meeting place for retailers, wholesalers, designers, furniture and bedding stores, interior decorators, interior architects, architects, hotel outfitters and many other decision makers of the industry in the commercial calendar, and a place to find new opportunities for a growing market.

"Our mission at Inexmoda is to develop strategic solutions for the fashion system that improves their competitiveness and connects people and professionals through networking platforms such as our trade shows Colombiatex of the Americas and Colombiamoda, which have been in the market for over 30 years. We are honored to celebrate this license agreement with Messe Frankfurt and being able to host professionals

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from the Americas at Heimtextil Colombia to exploit the rising opportunities in construction, hospitality and interior design”, says Carlos Botero, C.E.O. Inexmoda.

“With Heimtextil Colombia we are expanding our trade fair portfolio towards a region that is currently developing very well in terms of tourism and hospitality and thus offers great chances for the interior textiles business. With Inexmoda we are happy to have a strong partner at our side who organizes very successfully trade fairs in the Latin American fashion segment”, says Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt.

### **Heimtextil Colombia’s launch in April 2021**

The show will open its doors for the first time from 27 to 29 April 2021, showcasing trends and innovations for the most attractive categories in the Americas such as smart bedding, bath fashion, carpets and rugs, wall decoration, decorative fabrics, contract textiles and the hospitality business. The show is expected to receive 110 exhibitors from countries such as Portugal, Spain, Colombia, Italy, Turkey and France, and it will host visitors from the Americas, especially from those countries with the highest market potential: USA, Brazil, Mexico, Peru, and Colombia amongst others.

### **About Heimtextil**

Heimtextil is the industry's most important global event and the biggest international trade fair for home and contract textiles held in Frankfurt, Germany. With its new products and trends, it kicks off the upcoming season and gives important impulses to both exhibiting companies as professional visitors and decision makers from all over the world. The event has specially focused on contract textiles, which are increasingly attractive to an extremely interested audience of architects, interior designers, object planners and hospitality experts that are constantly demanding textiles with functional practices in the world. Therefore, Messe Frankfurt has created a network of trade fairs in different countries of the world in response to the rising market opportunities in countries such as Russia (Heimtextil Russia), China (Intertextile Shanghai), U.S.A. (Home Textiles Sourcing) and Japan (Interior Lifestyle Tokio).

### **About Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. The group employs more than 2,600 people at 30 locations around the globe. Messe Frankfurt's program covers automotive, mobility and logistics, textiles, textile technology, entertainment media, creative industry, energy efficiency, technology, security, consumer goods, home, beauty and other events under the highest standards in events planning and organization. With around 150 trade shows per year, Messe Frankfurt is constantly exploring the best way to bring companies and professional buyers from different industries together.

Heimtextil Colombia  
Medellin, 27 to 29 April 2021

## **About Inexmoda**

Inexmoda is a private nonprofit institute with 32 years of experience in developing the most important textile and fashion trade shows in Latin America: Colombiatex of the Americas and Colombiamoda, Colombia's Fashion Week. The institute has also developed high scale consultancy projects alongside Latin-American companies and governments in search for the competitiveness of the textile and fashion industry in the region. Carlos Botero, the CEO of Inexmoda claims "The license agreement between Messe Frankfurt and Inexmoda to bring Heimtextil into the Latin American market will be a major breakthrough for the home, decoration and hospitality industry, since these categories are being driven by the increase in new constructions, rise in tourism and the growing hospitality business in Latin America".

## **About Colombia**

Colombia is considered to be the heart of Latin America due to its strategic location in between North America and Brazil, which represent the majority of the market size in the Americas. The country is also known for being one of the seventeen megadiverse nations, accounting for 60% of the emerald global market and being the third producer of coffee in the world.

## **About the city of Medellin, host of Heimtextil Colombia**

Medellin is one of the most important cities in Colombia, known for its attractive weather, which has earned it the nickname of the City of the Eternal Spring. It was awarded as the Most Innovative City of the World in 2013 by the Urban Land Institute and recently became the first Spanish speaking city of the fourth industrial revolution network. It is also known as the capital city of fashion in Latin America due to the wide variety of local fashion brands and for hosting the most important textile and fashion shows in the Latin continent: Colombiatex of the Americas and Colombiamoda, Colombia's Fashion Week.

## **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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](http://www.messefrankfurt.com)

\* preliminary figures 2019

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Medellin, 27 to 29 April 2021