

PRESS RELEASE

INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines

2-4 March 2010, Międzynarodowe Targi Poznańskie

Modern technologies for the 20th time!

Organised biannually, INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines will have its 20th anniversary edition in March 2010. It is currently Poland's largest business platform devoted to modern machinery and equipment as well as computer-aided production preparation systems in the light industry. The trade fair attracts dynamic and creative companies that greatly contribute to the development of innovative technologies and meet top quality standards, among others from China, Germany, Italy, Pakistan, Poland, Spain and Taiwan. What they will present in Poznań is a wide range of state-of-the-art machinery and equipment dedicated to manufacturers operating in the clothing and textile as well as shoes and leather industries, along with interior design and decoration studios that use home textiles and producers of upholstered products.

The Intermasz exhibition, being a forum for sharing information about new development directions for the industry, creates a perfect synergy with the Tex-Style Clothing Industry Fabrics and Accessories Trade Fair, Fast Fashion Exhibition, Next Season Contracting – Exhibition of Clothing, Shoes and Accessories and Body Style – Exhibition of Lingerie and Beach Fashion, all held concurrently. Therefore, the March trade fairs in Poznań make the largest and the most comprehensive business event for the fashion industry in Poland. Such a wide spectrum of events for the clothing and textile industry held in the same time frame is bound to become an opportunity to establish business cooperation on many levels. **All events will be held under the honorary auspices of Mr. Waldemar Pawlak, Deputy Prime Minister and Minister of Economy.**

In order to boost the effectiveness of trade fair presentations, the organisers provide this year a new form of showcasing the exhibitors' offer in line with the slogan: „*Exhibitors sell products, not the image of their stand*”. Moreover, Intermasz participants will have an opportunity to benefit from an innovative matchmaking programme - Hosted Buyers, which will help reduce the time needed to reach a narrow target group of potential buyers to a minimum. For the first time ever, admission to the trade fair will be free of charge following registration.

Important items on the trade fair agenda:

➤ **Seminars and presentations: guide on new technologies**

Every day, there will be presentations of the latest technologies for the industry at INTERMASZ. Seminars prepared by Promedia publishing house, an editor of industry magazines, will discuss features of modern function knitwear and the most common mistakes in sewing ready-to-wear clothes and apparel from knitwear and fabrics together with methods for avoiding them through usage of appropriate needles.

For the first time, the speaker's corner at the Intermasz trade fair will be the venue for presentations prepared by exhibitors, i.e. the following companies: CONTEC, IMPALL, ALLCOMP, LINIA SZYCIA and OSTAFI. Owners of production companies will have a chance to gain insight into the advantages of a revolutionary 3D body scanner, dedicated software for apparel design and production preparation, computer-aided automatic cutting system as well as modern ironing and packing equipment.

➤ **Award Gala – 2 March, 4 pm, Pavilion 5 – catwalk**

The Award Gala will take place on the first trade fair day. Anniversary statuettes will be presented to INTERMASZ and NEXT SEASON Contracting exhibitors, while the prestigious **MTP Gold Medals** will be presented for the best designs of textiles, apparel, footwear and accessories presented at the March edition of Tex-Style, Next Season, Body Style and Fast Fashion. The MTP Gold Medal is the most precious award to be received at Międzynarodowe Targi Poznańskie. It confirms unique appearance, functionalities or innovative elements of the award-winning products.

➤ **Press briefing – 4 March, 11 am, Pavilion 5 – catwalk**

The third trade fair day will be the day to summarise. What is the recipe for success in fashion? Leaders in the apparel, lingerie, footwear sectors and new technologies have been invited to participate in the discussion. The panellists will include Ben Harris, Director of the British styling agency MUDPIE Ltd. and Paweł Broński, Managing Director of STRIMA. The discussion will be moderated by Jerzy Piasny, a journalist from TV Biznes.

A bit of history

The history of the Intermasz trade fair dates back to 1970s. Initially, the trade fair was held together with TAKON International Trade Fair of Consumer Goods. Since 1976, the show became an independent event, and according to the industry's preference was organised every two years for the reason that it takes two years to develop and implement new technologies. In the early years of Intermasz, when Poland had many light industry plants, namely textile and knitting, companies offering textile (weaving and knitting) as well as clothing machinery were a potent group of exhibitors. Today, the trade fair exposition is dominated by technologically advanced machinery and equipment for the clothing industry together with computer-aided production preparation systems: it is a result of changes that have taken place in the industry throughout over 30 years.

Organisational information:

- **Venue:**
Pavilions 6 and 6A.
- **Opening hours for traders:**
2, 3 March 2010: 10 am – 6 pm
4 March 2010: 10 am – 4 pm
- Entrances to the fairgrounds: Eastern Lobby (ul. Głogowska), Northern Entrance (ul. Bukowska), Western Entrance (ul. Śniadeckich).

- **Ticket prices:**

Electronic ticket:

for single entry in a car (via gate at ul. Śniadeckich) – PLN 30,
for the whole event – free

Ticket purchased at the ticket office, following registration:

for the whole event – free

Ticket purchased at the ticket office, without registration:

single entry – PLN 30

**The ticket admits to all events: NEXT SEASON, BODY STYLE,
FAST FASHION, TEX-STYLE, INTERMASZ**

PLEASE RETAIN YOUR TICKET UNTIL YOU LEAVE THE FAIRGROUNDS!

- For more information about the fairs visit www.intermasz.pl

Poznań, 15 February 2010