

# heimtextil

RUSSIA

**DIGITAL EDITION 2020**

**15 – 17.09.2020**

[digital.heimtextil.ru](https://digital.heimtextil.ru)

## POST SHOW REPORT



## FACTS AND FIGURES

## Heimtextil Russia.Digital 2020

1st online International Trade Fair for Interior Furnishings  
and Home Textiles in Russia



**96** companies  
from **17** countries



**5 281** visitors  
from **37** countries

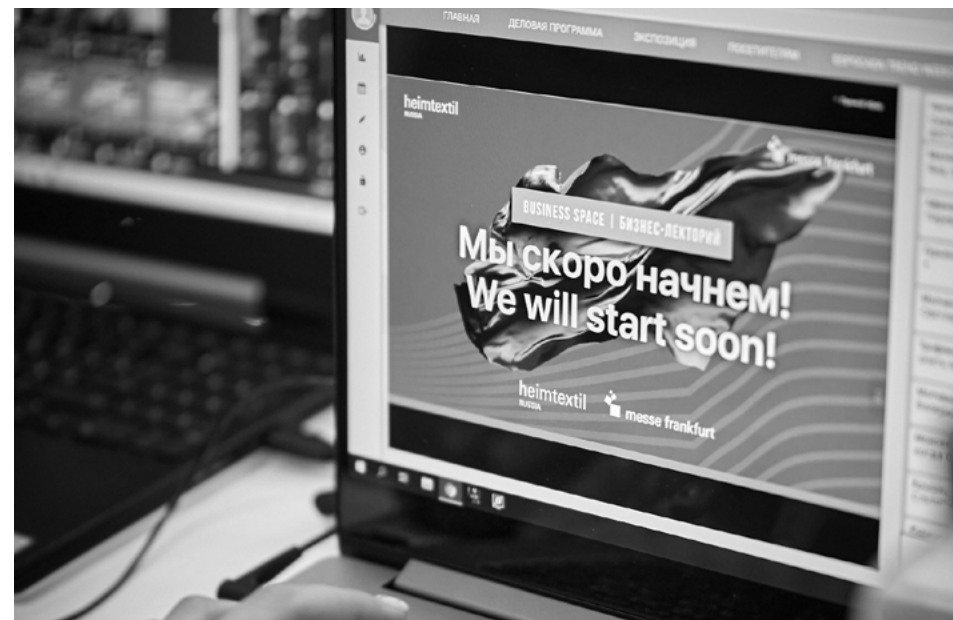


**2** virtual conference spaces  
**67** speakers

- + **Espocada Trend Week'21** virtual program
- + **3D Trend Zone** of the Turkish Manufacturers by Uludağ Textile Exporters' Association (UTIB)

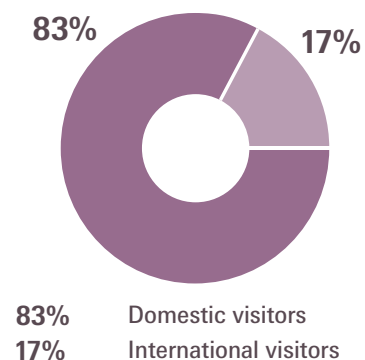
**Intensive promotion through the year for more than 35 000 industry players:**

**30 000+** newsletter subscribers  
**20 000+** Facebook, VK and Instagram viewers  
**1000+** likes to the posts about our exhibitors

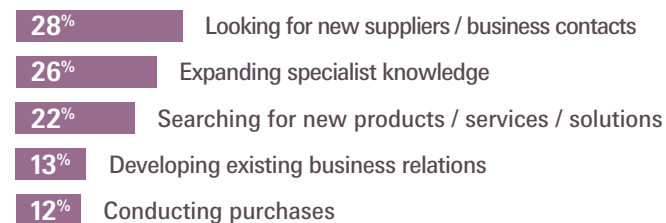


## VISITORS

### Geography



### Purpose of the visit to the Fair\*



### Area of Interests\*



### Company Sector\*



\* Visitors could select multiple answers

### Among visitors:





## BUSINESS PROGRAM

### 3 days | 67 speakers

2 virtual conference halls:  
Design Space and Business Space

3 days of lectures from world known designers, top bloggers, analytics, experts in sales and promotion

29 Live broadcasts about new collections, fabrics, wallpapers, paints and home accessories

48 hours of streaming

### Business Space | 17 sessions

#### Highlights:

- Current analytics of the Russian retail and marketplaces in the post-pandemic period (in partnership with INFOLine analytical agency)
- Round table "Current issues of labeling of light industry goods in the Russian Federation"
- Round table "Textiles in the furniture industry. New marketing meanings"
- Session "Shop window design and visual merchandising. Trends and latest tendencies"
- Sustainable development in the home textiles and paints industry

### Design Space | 22 sessions

#### Highlights:

- Lectures about Heimtextil trends, interior and textile tendencies 21/22 from leading experts from Netherlands, Denmark, Italy and France
- Announcement of the International Textile Designers and Decorators Award powered by Heimtextil Russia

### Espocada Trend Week'21

Organizer:



Official Partner of Exhibition

- More than 40 speakers from Russia, Germany, Finland, UK, France and Belgium
- World trends and useful experience from famous designers
- New ideas, expertise and creativity
- Presentation of new collections



## SEE YOU IN 2021!

### Partners and Sponsors



### Interior and Contract Textiles

#### Heimtextil

04–07 May 2021  
Frankfurt am Main, Germany

#### Interior Lifestyle India by Heimtextil India

04–07 March 2021  
Mumbai, India

#### Intertextile Shanghai Home Textiles

Spring Edition  
10–12 March 2021  
Shanghai, China

#### Heimtextil Colombia by Inexmoda

27–29 April 2021  
Medellin, Colombia

#### Interior Lifestyle Tokyo

19–21 May 2021  
Tokyo, Japan

#### Home Textiles Sourcing

July 2021, to be confirmed  
New York, USA

#### Intertextile Shanghai Home Textiles

Autumn Edition  
August 2021, to be confirmed  
Shanghai, China

#### IFFT/Interior Lifestyle Living

18–20 October 2021  
Tokyo, Japan

### Contacts



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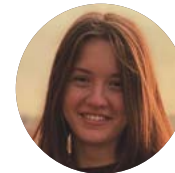
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### Heimtextil Russia 2021

International Trade Fair for Interior Furnishings  
and Home Textiles

14–16 September 2021  
IEC "Expocentre"  
Moscow, Russia