

22-24 NOVEMBER 2018

FABRICS & KNITWEAR | MACHINERY | YARN | SERVICES | ACCESSORIES & HABERDASHERY

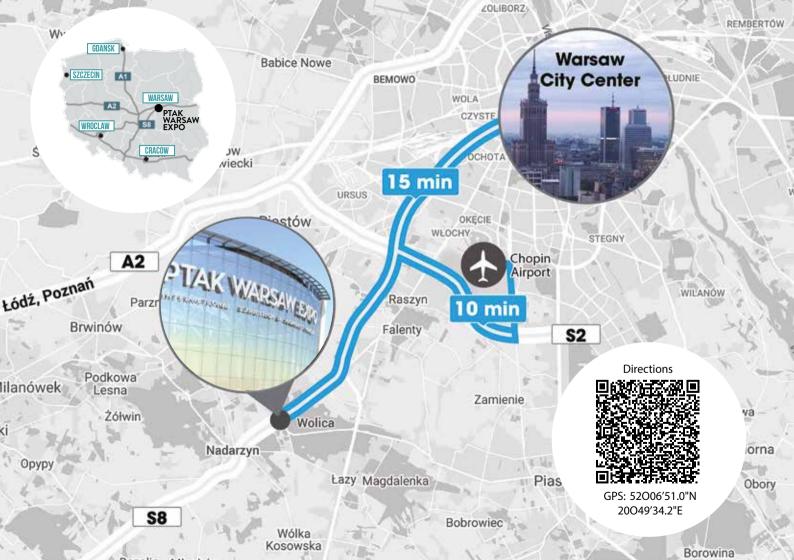






INTERNATIONAL TEXTILE FAIR

POLAND	TURKEY	СК	UKRAINE	FRANCE	ITALY	DENMARK	NETHERLANDS
PAKISTAN	CHINA	NIGERIA	GREECE	AUSTRIA	INDIA	MALAYSIA	IRAN
LITHUANIA	CZECH REP.	BANGLADESH	SAUDI ARABIA	PORTUGAL	BELARUS	MOROCCO	UZBEKISTAN
SOUTH KOREA	GERMANY	ESTONIA	RUSSIA	USA	SWITZERLAND	SPAIN	TAIWAN
							fast



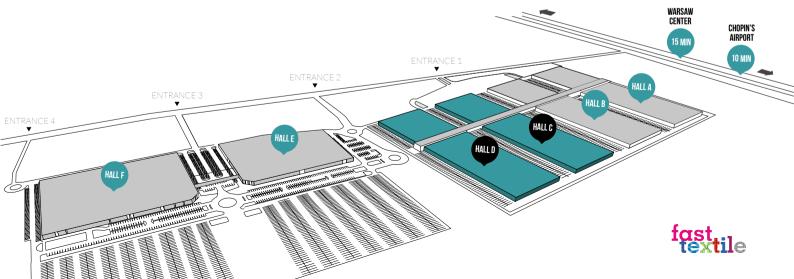
LOCATION PTAK WARSAW EXPO

Ptak Warsaw Expo is the region's largest convention center with **143,000** square meters of exhibition space.

Ptak Warsaw Expo offers **500,000** square meters of external area and **15,000** free parking spaces.

Ptak Warsaw Expo has an excellent location, **10 minutes from** Warsaw Chopin Airport and 15 minutes from downtown Warsaw. Ptak Warsaw Expo offers modern exhibition space with innovative design features.

Ptak Warsaw Expo is a professional fair organiser with **25 years of** experience owned by Ptak S.A.



ABOUT FAST TEXTILE INTERNATIONAL TEXTILE FAIR

During last year's Fast Textile Fair, 400 companies from 40 countries displayed their products. The fair was visited by over 27,000 people, including about 20,000 ones ready to acquire contracts and make orders – i.e. CEOs, directors and managers of large textile companies as well as purchasing specialists of the biggest clothing manufacturers. Moreover, fair were visited by fashion designers Maciej Zień and Rafał Michalak, who sought various fabrics and accessories for their new collections.

This year we are planning to double the number of exhibitors and present an even greater offer of textiles from the whole world.

THE MOST IMPORTANT EVENT IN THE TEXTILE INDUSTRY IN EUROPE





THE FAST TEXTILE INTERNATIONAL TEXTILE FAIR WAS CREATED IN RESPONSE TO THE MARKET'S NEED FOR SUCH EVENTS AND SOON BECAME THE GO-TO PLACE FOR CLOTHING PRODUCERS IN CENTRAL EUROPE

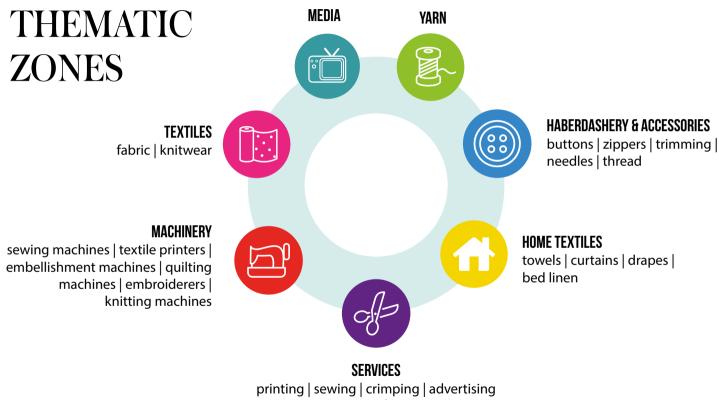
Conceptually and logistically thought out

The fair takes place in the modern Ptak Warsaw Expo halls. The exhibition halls are divided into special thematic zones: accessories, accessories, machines, textiles, knitwear, yarn, home textiles and services.

Platform for creative presentation

Fast Textile is an excellent opportunity to conduct a direct conversation with current and potential customers, launch and promote new products and services. The fair is a platform for creative presentations and a stimulus to prepare a more interesting, detailed offer, enriched with samples, ready-made products or unconventional realizations. The location in the center of Poland makes this place ideal for producers from all over the country and from abroad.





accessories | binding

THE LEADERS OF THE GLOBAL TEXTILE INDUSTRY ARE THE EUROPEAN UNION AND THE USA, BOTH IN TERMS OF PARTICIPATION IN PRODUCTION AND IN EXPORT

Poland is famous for textile industry. The capital of Polish textile industry is Łódź, which in the nineteenth century became one of the largest centers of the textile industry in the world. About 4,300 companies from this industry operate in the city and voivodeship.

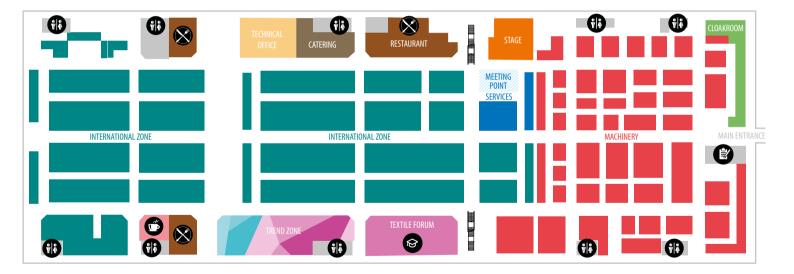
Currently, the value of industrial production in the textile sector is approximately 17.5 billion PLN, of which 50% is export. It is estimated that the value of the retail market of the clothing, textiles and footwear industry is around PLN 25 billion annually.



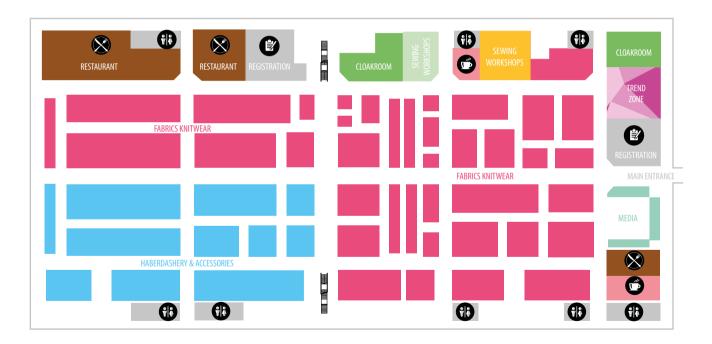




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VISITORS INTERNATIONAL TEXTILE FAIR

The Fast Textile International Textile Fair is visited by owners of companies from Poland and abroad, producers, participants of the fashion fair and everyone interested in the textile industry. The previous edition took place on 16-18 November 2017 and turned out to be a great success: 20,000 clients, 400 exhibitors and hundreds of signed contracts.

Number of visitors at the 4th edition of Fast Textile over 27,000.





BUSINESS AND RETAIL CLIENTS | INTERIOR AND FASHION DESIGNERS | INTERNATIONAL CONTRACTORS | CLOTHING AND INTERIOR DECORATION MANUFACTURERS | SEWING | WHOLESALERS | OWNERS OF MULTI-BRAND STORES | ONLINE SHOP OWNERS | MEDIA AND BLOGGERS | EMPLOYEES OF THE PROCUREMEN TDEPARTMENT 45% Polish Visitors

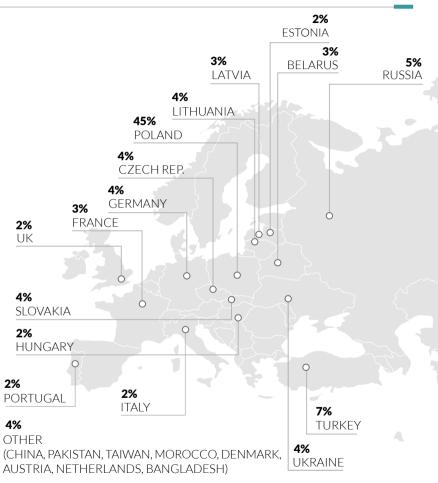
55%

Foreign

Visitors

The extensive offer of the 4th edition of the Fast Textile International Textile Fair was very well received by designers and producers of clothing, footgear, decorations and accessories – altogether over **27,000.**

Over 55% were comprised of foreign visitors from such countries as Turkey, Russia, Ukraine, the Czech Republic, Slovakia, Latvia, Lithuania, Germany, Australia, the UK and Italy.





PARTICIPATION

IN FAST TEXTILE

Participation in Fast Textile is a great chance to show trends for an upcoming season 2019 and find out about the latest technologies used in the textile industry. The rich offer of the Fair engages tremendous interest, especially due to the record number of direct producers. The Fair provides a one-of-a-kind possibility to order or buy anything one needs to manufacture clothes, including fabrics, knitwear, yarn, accessories and components or machinery.

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ACQUIRING TRADE I Contacts	MAINTAINING BUSINESS Relations	BOOSTING PRODUCT Sales	PROMOTING NEW BRAND Among interested Customers	COMPARISON WITH Competition	SALES NETWORK Expansion			
	72% MAINTAIN	IING BUSINESS RELATION	S					
	51% ESTABLIS							
MAIN OBJECTIVES	80% SELLING	PRODUCTS						
OF PARTICIPATION	89% PRESENT	39% PRESENTING NEW BRANDS						
	46% EXPANDI	NG SALES NETWORKS						
	76% COMPARI	NG TO COMPETITION						

PROMOTION
OF THE FAIRWE PROMOTE THE FAST TEXTILE FAIR THROUGH TRADITIONAL FORMS OF PROMOTION, AS
WELL AS THROUGH - VERY IMPORTANT NOWADAYS - THE INTERNET

Website as the basic form of communication on the Internet fulfills many functions, thanks to it we have access to basic information about the event: the idea of the event, thematic zones, information about the organizer, contact, or tips for exhibitors. In the tabs, you can also find a relation from the previous edition along with a description, schedule, map, contests and a program of accompanying events.

E-mailing is a very important channel of communication with Visitors. Those interested register for the newsletter, thanks to which they receive novelties straight into their mailbox every month. Invitations, schedules and interesting promotional materials are also sent by post. Thanks to this, we know that information about the fair will definitely go to the recipient.



We also publish information via **Social Media** channels. Facebook activity is now a necessary way to promote the fair. Thanks to this, customers are constantly receiving information about trends in textiles, industry topics and, of course, news about Fast Textile. Profile on Instagram extends the scale of B2C clients. A very important form of the promotion of the fair is advertising in **the press and industry portals.** Banners on websites, Google AdWords, insert and advertising in magazines, and cooperation with institutes from Poland and abroad are just some of the methods we use to promote the fair.

We visit **Polish and foreign trade events** (fashion, textiles, home decor, marketing, print, etc.), where visitors and exhibitors receive information about Fast Textile and, of course, invitations.

The **call center** base includes over 40,000 contacts, including shop owners, clothing and decoration and interior manufacturers from all over the country and tenants of Centrum Hurtowe PTAK, which includes 2,500 Polish producers and importers of clothing.

Shortly before the fair, you can see our **billboards** along the routes and at the airports. The next ads appear on the nationwide radio, thanks to which we gain another group of visitors.











FAST TEXTILE DIAMONDS

Prestigious awards for the best exhibitors. Every year, we reward the best quality and the most innovative ideas. The prizes are awarded in the following categories:

Innovative Solution | Product Of The Year | Novelty Of The Year | Best Polish Exhibitor | Best Foreign Exhibitor | TrendSetter



Area with all the novelties and latest trends in fashion and textiles. Visitors can relax here in the surroundings of modern interiors and expositions designed according to trends from biggest fashion houses.





THE MOST BEAUTIFUL STAND

The new competition, which debuted during the 4th edition of Fast Textile, is the selection of the most beautiful stand among exhibitors. Visitors have the opportunity to vote during the fair. On the last day of the fair took place the official counting of votes and selecting the winner. The prize is a unique statuette and a discount for the stand during the next edition.



SEWING AND DECORATION WORKSHOP

Sewing workshops organized by UltraMaszyna and decoration workshops run by Pasmanteriaozdobna.pl are three-day trainings, thanks to which you can learn the secrets of sewing. A huge plus of the event is the fact that more and more people are interested in creating unique and original projects.









I take a close look at what is happening at the fairs that are needed for designers. I must admit that I am very surprised. The fair is developing very dynamically, there are more and more exhibitors. I am very happy that it takes place in Poland, because it allows easy access to Polish producers and entrepreneurs. I think that this is a dream come true for many designers. Rafał Michalak DESIGNER FROM THE MMC DUO

I am for the third time at Fast Textile. This edition surprised me, firstly, with panache. Secondly, it really gets here world-wide. I spotted a few super fabrics.

polka dols

Ptak Warsaw Expo for three days turned into the center of the textile world. You could see different types of fabrics, intricate embroidery, the latest machines, all kinds of accessories and trends imported from around the world.



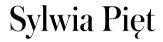
The International Trade Fair and Congress Center Ptak Warsaw Expo opened its doors to fashion and textile fans.



WE HAVE BEEN TRUSTED BY







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