

Press release

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First Ever Virtual Home Textiles Sourcing Expo Coming up Next Month

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New platform connects globally

Opening day is getting closer for the first-ever virtual [Home Textiles Sourcing Expo](#), connecting Asian and overseas resources with American buyers, importers and wholesalers. The show, which has been the only event in North America to solely focus on fabrics and finished soft goods for all home applications, has traditionally been at New York City's Javits Convention Center but due to the unprecedented conditions brought about by the coronavirus pandemic, it is going virtual this year.

The dates – July 21 to 23 – remain the same, making it the first event for the home textiles industry to ever be held virtually.

“Home Textiles Sourcing will continue to provide manufacturers, retailers, jobbers, converters, contract specifiers and designers a dedicated avenue to locate new fabrics and products for their latest home collections, but this year we'll be doing it virtually,” said Jennifer Bacon, show director for the event, which is organized by Messe Frankfurt.

“This makes it easier for those companies planning on attending as they no longer need to be concerned with travel arrangements and can conduct their business in a more convenient way,” she added.

The new virtual platform will expand opportunities to reach industry professionals across the United States, Europe, Asia and abroad,

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explore innovations in every textile segment and engage with key decision makers.

The show will offer:

- Free access to sourcing, education and more
- AI-powered matchmaking that calculates and recommends the most relevant connections
- Dynamic online showrooms with vivid customization
- Live chats, virtual networking
- Interactive educational programming
- Flexibility to engage at the user's convenience during the live event and beyond

The show runs concurrently with Texworld USA and Apparel Sourcing USA. More information, including registration details and schedules, is available at hometextilesourcingexpo.com.

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[Press information and photographic material](#)

Stay connected:

www.facebook.com/HomeTextilesSourcingExpo

www.instagram.com/hometextilelessourcingexpo/ twitter.com/HTSEinfo

www.linkedin.com/company/home-textiles-sourcing-expo/

Background information on Home Textiles Sourcing Expo

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing Expo is one of the largest sourcing events in North America to solely focus on fabrics and finished soft goods for all home applications. Held annually alongside Texworld USA and Apparel Sourcing USA, Home Textiles Sourcing Expo provides manufacturers, retailers, jobbers, converters, contract specifiers and designers a one-stop-sourcing venue to locate new fabrics and products for their latest collections. Together the three co-located shows create one of the largest fabric sourcing destinations for the North American marketplace. For more information, please visit our website at:

www.hometextilelessourcingexpo.com.

Background information on Texworld USA

Texworld USA is one of the largest sourcing event on the East Coast for apparel fabric

buyers, research and product development specialists, designers, merchandisers and overseas sourcing professionals. This international business platform offers a wide product range covering the entire fabric spectrum. From casual cotton to function fabrics and sophisticated knits to intricate laces, season-to-season attendees discover textiles of innovative structures, material mixes and surprising color palettes.

For more information, please visit www.texworldusa.com.

Background information Apparel Sourcing USA

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Apparel Sourcing USA offers apparel brands, retailers, wholesalers and independent design firms a dedicated sourcing marketplace for finding the best international apparel manufacturers. As the only event on the East Coast to focus on finished apparel, contract manufacturing and private label development, the show provides attendees direct access to suppliers specializing in ready-to-wear for men, women, children and accessories.

For more information, please visit: www.apparelsourcingshow.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer 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, organizing 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 * preliminary figures 2019).

Messe Frankfurt North America is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces and manages ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld USA, Apparel Sourcing USA, Home Textiles Sourcing Expo, Techtexil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico City, Waste & Recycling Expo Canada, Municipal Equipment Expo Canada, Festival of Motoring USA and Process Expo. For more information, please visit our website at www.us.messefrankfurt.com.