Heimtextil Russia 2013
International Trade Fair for Home Textiles, Floor Coverings and Interior Furnishings
25 - 27 September 2013
Pavilion 1, Halls 3 and 4
IEC Crocus Expo
Moscow, Russia

Product groups
Bedroom
bed equipment, fittings, bed linen, blankets, pillows, mattresses

Bathroom
towels, bath mats and carpets, bath curtains, bathroom accessories

Kitchen
Linen and non-linen table cloth, table decoration

Window decorations
Curtains, sun-protection systems, accessories

Furniture fabrics and leather

Wallpaper and wall coverings

Textile floor coverings
Heimtextil Russia unites people with passion and love to textile

Heimtextil Russia 2013: Textile passion meets profession

The 15th jubilee edition of Heimtextil Russia will take place in Moscow in 2013. The event will gather people, united by passion and love to textile, the people, who decided to make this textile passion their profession.

Success of Heimtextil Russia 2012 in figures:
- 15 870 sqm
- 14 652 visitors
- 284 exponents
- 20 countries

Inspiration by the results, passion of exponents and visitors to their profession, as well as the favorable economic environment in Russia promise further development of Heimtextil Russia, which already today is the brand of international level.

2013: Stabilization of the Russian economy and growth of foreign investments

- Russia is a huge country inhabited by over 140 mln. people. The developing economy of the country, increasing purchasing power of the population and growing upper middle class make an attractive investment opportunity for foreign developers.
- The coming Winter Olympic Games 2014 and the World Football Cup in 2018 cause a new round in the growth of investments to the sector of hotel and residential construction.
- APEC summit in Vladivostok in September, 2012 attracted attention of investors to the regions of the country:
  - APEC summit in Vladivostok in September, 2012
  - The coming Winter Olympic Games 2014
  - The World Football Cup in 2018

2012:
- In August 2012 Russia became a member of the World Trade Organization, which experts consider very promising for further development of international trade due to reduce of economic barriers and simplification of import procedures.
- Textile market of Russia
  - By sales volume Russian textile market takes the second place after the food market. Total share of domestic textile goods is equal to one-fifth, all the rest are imported goods. Improvement of the general economic situation and income growth of the population cause raise of demand for imported products, including premium-class foreign brands and luxury products. According to forecast in 2012-2014 volumes of product import will be increasing with average annual rate of 115-120 percent.

Textile market of Russia

Passion for creation – collaboration with contract business and design professionals

Heimtextil Russia is actively working in the direction of development of contract business as well as cooperation with designers. In 2012 collaboration with International Design School and ELLE Decoration magazine, as well as the informative Fringe program with the famous European and Russian designers gave considerable results: the number of designers and design studios among the visitors has noticeably increased. In 2013 Heimtextil Russia plans to develop this direction further, attracting a larger number of professional designers and representatives of contract business by cooperation with specialized editions and organizations. The informational support will be provided by the leading Russian lifestyle magazines on textile and interior design. General Informational Partner of Heimtextil Russia in 2013 is ELLE Decoration magazine - the best interior design magazine in Russia.

Development of Wallpaper Bar Area

Besides home textiles, Heimtextil Russia presents a group of wall coverings. In 2013 a new Wallpaper Bar area will be created with a larger number of companies and creative expositions, which is also aimed to attract professional audience.

Exhibitors about Heimtextil Russia 2012

Piterra (Russia), Irina Vysheslavtseva

“We like to meet a high percentage of our target audience at the exhibition, which consists of market professionals, trading companies and designers. We also managed to make many new business contacts. The level of organization of the exhibition was very high. We will definitely take part in Heimtextil Russia next year!”

Ernst Feiler GmbH (Germany), Marina Kohmeyer

“We are very satisfied with our participation at Heimtextil Russia. We have not only met our regular buyers, but also got new clients. Compared to the last edition, this year was more productive for us, we had more visitors at our booth. We are planning to participate at Heimtextil Russia next year again.”

Creaciones Euromoda (Spain), Alex Beneito

“I really like Heimtextil Russia this year. The first two days of the trade fair were fantastic! I’ve received very good contacts and I was really glad to meet big important buyers at Heimtextil Russia. The European market is also important for us and I’ve also met with clients from Europe, Ukraine and other countries. We are planning to participate next year. We have a distributor in Russia, so probably we will arrange a joint booth with them at Heimtextil Russia 2013.”

UTIB (Turkey), Ibrahim Burkay

“During the exhibition Turkish companies established many new business connections and we are really happy about it. I liked the organization of the exhibition – it is really good, congratulations! And of course, we will take part in the exhibition next year.”

Exhibitors’ overall assessment at Heimtextil Russia 2012

Satisfied 91%
Dissatisfied 9%

How satisfied are you with reaching the visitor target groups relevant to you?

Satisfied 78%
Dissatisfied 22%

We are quite happy with Heimtextil Russia, because it’s bringing us new customers for further development.”

UTIB (Turkey), Ibrahim Burkay