

**Press release**

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## 2020 Virtual Edition of Texworld USA and Apparel Sourcing USA opens July 21

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### **Virtual platform provides sourcing and networking opportunities**

### **Educational line-up focuses relevant industry topics**

As the largest sourcing event on the East Coast for fabric buyers, product R&D specialists, designers and other industry sourcing professionals, Texworld USA and Apparel Sourcing USA Virtual Summer Edition reaches an even greater audience, enabling access to those who historically were unable to travel to the event. The premier event opens for three days of product discovery, trend analysis and education, live on July 21 – 23, 2020.

“Amidst the current environmental and economic situation, we are pleased to be providing a means for the textile sourcing community to continue to exchange information and connect with suppliers across the globe. Our belief in face-to-face interaction remains constant, but there’s a new normal emerging and we are excited to have found a way to pivot our event to keep our commitment to supporting the industry.” states Jennifer Bacon, Show Director, Fashion and Apparel, Messe Frankfurt North America.

More than 400 exhibiting companies from 15 countries, including Canada, Pakistan, China, Taiwan, India, Turkey, the United States

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and others will be on hand to showcase their high-quality apparel fabrics, trims and accessories available at reasonable prices. Together, Texworld USA and Apparel Sourcing USA cover nearly 40 different product categories. All of which will be represented on the virtual platform. Visitors can take advantage of the AI-powered matchmaking capabilities to get a list of recommended textile suppliers, set up video meetings, catch up on trends and gather insights from the educational sessions.

### **Educational Programming hits key industry topics**

Live streaming each day of Textile Talks and the Lenzing Seminar Series will feature experts and thought leaders focused on sharing their experiences and knowledge. Interactive presentations will address a variety of topics, including the following:



#### Tuesday, July 21 – Demand Planning during a Crisis

With the COVID-19 virus racing around the world, determining which products to make, where to sell them and when consumers might buy has become an even bigger gamble. This panel will reveal how the industry can make the right bets using tech tools that add science to the art of buying and planning.

#### Wednesday, July 22 – One World: Fall/Winter 2021 Trend Presentation

Our modern world feels increasingly interconnected, with people

discovering that what happens far away directly impacts our lives over here. This awareness will usher in a collective interest in protecting and preserving the resources and cultures we share, while delighting in self-expression.

Thursday, July 23 – Building Your Business/Why aren't you near-shoring

Understanding the shift in consumer behavior and how to develop market strategies and product for the new market place will be explored in this discussion.

Held alongside Texworld USA and Apparel Sourcing USA is the co-located event, [Home Textiles Sourcing](#), for those manufacturers, retailers, converters, contract specifiers and designers seeking new fabrics and products for their latest home collections.

[Registration is open.](#) To register or for more information on any of these events, please visit us online.

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**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](http://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](http://www.apparelsourcingshow.com)

### **Background information on Home Textiles Sourcing**

As a long-term joint venture partnership between Messe Frankfurt and CCPIT-TEX, Home Textiles Sourcing 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 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.hometextilessourcingexpo.com](http://www.hometextilessourcingexpo.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](http://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, Techtextil 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](http://www.us.messefrankfurt.com).