

Press release

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## Upcoming Virtual Home Textiles Sourcing Expo to Feature Suppliers from 15 Countries

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### International participation for virtual platform increases

With much of the home textiles global network on hold as a result of the pandemic, the upcoming [Home Textiles Sourcing Expo](#) represents the first chance in over half a year for importers, retailers and suppliers to meet with overseas manufacturers.

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, 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.

An impressive assortment of home textiles suppliers from fifteen countries around the world will be showing at the three-day event, including exhibitors from Brazil, Canada, China, Hong Kong, India, Korea, Turkey and the Pakistan.

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The new virtual platform will offer: Free access to sourcing, education and more; AI-powered matchmaking that calculates and recommends the most relevant connections; Dynamic online presentations with vivid customization; Live chats and virtual networking; Interactive educational programming; And flexibility to engage at the user's convenience during the live event and beyond.

“One of the strengths of the virtual platform is that buyers are able to see many more options because the companies are in their factories,” said Jennifer Bacon, show director for the event, which is organized by Messe Frankfurt. “So these virtual exhibitors will have access to more fabrics than they would typically be able to bring over to a show.”

One of the larger contingents will be from Korea, showing as part of the Korea Textile Center and representing 15 individual companies. The KTC is a public, non-profit organization that promotes Korean textile manufacturers' export business interests, and introduces overseas fabric buyers to the Korean marketplace, providing accurate fabric sourcing information utilizing its comprehensive database of Korean fabrics.

Exhibiting from Brazil is Textil J. Serrano, established in 1950 and now the biggest home textile company from South America. The company, which exports to more than 20 countries, is totally vertically integrated, OEKO-TEX certified and specializes in upholstery fabrics, mattress ticking and finished products like area rugs and bedspreads.

Kayteks, the Turkish bedding supplier started in 1965, is another exhibitor this year. The company handles the entire process of production from yarn to finished product by knitting, cutting, confection, packing and shipping sheets, pillowcases and duvet covers and has multiple certifications from OEKO-TEX, BCI, GOTS and other organizations.

The show runs concurrently with [Texworld USA](#) and [Apparel Sourcing USA](#). More information, including registration details and schedules, is available at [hometextilesourcingexpo.com](http://hometextilesourcingexpo.com).

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**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.hometextilessourcingexpo.com](http://www.hometextilessourcingexpo.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](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 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, 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](http://www.us.messefrankfurt.com).