




# MODEXPO

INTERNATIONAL EXHIBITION OF TEXTILES,  
READY-MADE CLOTHES,  
LEATHER GOODS, FURS, FOOTWEAR,  
AND LEATHERWEAR, ACCESSORIES

**25 - 28 September 2014**

*toujours*  
la  
MODE

Organizerr:   
ROMEXPO

Partner: 

Romexpo Exhibition Centre  
Bucharest

# ABOUT

ROMEXPO will organize between 25<sup>th</sup> and 28<sup>th</sup> of September 2014, within Hall C5 the 21<sup>st</sup> edition of the International exhibition of textiles, ready-made clothes, leather goods, furs, footwear, and leatherwear, accessories – **MODEXPO**.

At **MODEXPO 2014**, the most important producers, importers and suppliers in the textile and leather industry will present their **offers**, answering to visitor's demands.

ROMEXPO, the leader of the Romanian fairs and exhibitions industry, has all the **necessary logistics** for organizing large scale events, at international standards, offering to the participating companies the best platform for exhibiting their products and services.

Because we want Romexpo to become, during four days, **a space dedicated to fashion and beauty**, we are also hosting in the same period with MODEXPO the following events: **COSMETICS BEAUTY HAIR** – International Exhibition for Beauty Equipment, Products, Body Care and Hairdressing, **WELLNESS SHOW** – Fitness, Spa, Nutrition and Body Care Exhibition and **GHIDUL MIRESEI**(Bride's Guide) – Wedding Fair.

[www.modexpo.ro](http://www.modexpo.ro)



# ROMEXPO EXHIBITION CENTRE - a business platform

The Exhibition Centre is located in Bucharest, the capital city of Romania.



Romexpo Exhibition Centre lies on a total surface of **328.000 sqm**, including

- **11** exhibition halls
- **10** conference, congresses, seminars halls and
- more than **2,000** parking spaces.

**ROMEXPO S.A.** is the only trade fair organizer in Romania that is internationally acknowledged and full member of **UFI** (the Global Association of the Exhibition Industry), **CEFA** (the Central European Fair Alliance), **CENTREX** - the International Exhibition Statistics Union and **EURASCO** - the European Federation of Agricultural Exhibition and Show Organizers and a founding member of **ASOEXPO**.

Every year, Romexpo Exhibition Centre organizes more than 40 international fairs and exhibitions and hosts over 300 congresses, seminars, commercial presentations and special events.

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# POSITIONING

**MODEXPO** is a contracting and sales exhibition, that offers to the exhibiting companies the opportunity to have a complete and up to date image on the market development. Moreover, the exhibiting companies have the possibility to directly interact with their clients.



# 2013 EDITION - STATISTICS

Last year's edition took place in the same period with **COSMETICS BEAUTY HAIR** – International Exhibition for Beauty Equipment, Products, Body Care and Hairdressing.

## MODEXPO and COSMETICS BEAUTY HAIR 2013:

- **200** exhibiting companies
- **15** participating countries: Bulgaria, China, Ethiopia, Finland, France, Germany, Greece, Italy, Kenya, Republic of Moldova, Pakistan, Poland, Spain, Turkey and Hungary
- **10.000** square meters exhibition space
- **28.000** visitors, both specialized and general public
- **100** side events and unique shows



# THEMATIC

## Light industry ready-to-wear products

- Garments and knitwear
- Leather / Fur Garments
- Shoes
- Leather products

## Trends in fashion

- Fashion houses
- Young designers
- Design Associates
- Websites and specialized publications

## Materials and accessories for light industry

- Fibers
- Yarn
- Fabrics
- Knits
- Leather
- Fur
- Chemical products
- Accessories

## Equipment for light industry

- Machinery, equipment and accessories for processing raw materials and fabrics
- Machinery, equipment and accessories for garment and knitwear processing
- Machines and accessories for processing finished leather and fur

## Services for light industry

- Printing services
- Machines and equipment for dry cleaning
- Packing for light industry
- Professional Associations / employers in the area
- Educational institutions
- Banking, consulting and insurance services, training and recruitment employment services



# TARGET

## Exhibitors

- Producers, importers and suppliers of ready made products (clothes and leather articles, shoes, textile products), raw materials and accessories, technologies, equipment and machines used in the light industry
- Designers and fashion houses
- Service providers for the textile & leather industry
- Associations and organizations in the field

## Visitors

- Retail chains
- Distributors, representatives of fashion stores
- Representatives of manufacturers of clothes and shoes products
- Female and male, aged between 18 and 60
- Students at fashion universities
- Young designers

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# PR & ADVERTISING CAMPAIGN

**100** TV commercials

**25** news and TV promos

**150** RADIO commercials

**2.500** ONLINE banners and articles

**50** OUTDOOR spaces

**250** INDOOR spaces

media coverage in **300** publications

**10.000** INVITATIONS for professionals

Newsletters sent twice a month

Website: [www.modexpo.ro](http://www.modexpo.ro)

**Social media:** Facebook, Twitter, LinkedIn



# PARTICIPATION FEES

**Registration fee:** 100 EUR

**Interior space rent with:**

- 1 side open: 50 EUR/sqm
- 2 sides open: 55 EUR/sqm
- 3 sides open: 60 EUR/sqm
- 4 sides open: 65 EUR/sqm

**Indoor standard stand construction:** 15 EUR/sqm

\* The fees do not include VAT

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# SIDE EVENTS

In order for the **visitors** to benefit from their participation at **MODEXPO 2014**, ROMEXPO and its partners will organize workshops, interactive presentations and conferences on actual subjects in the fashion world.

## Side events organized during 2013 edition:

- The National Research and Development Institute for Textile and Leather, in association with "Petru Poni" Technological High-school from Bucharest and "Gheorghe Asachi" Technical College from Bucharest organized *Creation and demonstrations workshop*.
- The Romanian Franchise Association, the National Research and Development Institute for Textile and Leather in collaboration with the SIT-AGIR Association presented *solutions for the Romanian textile and leather industry*.



# CONTACT

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