

May 2006
No. 1

Next date fixed for TV

Trade Fair for Textile Finishing and Promotion will be held for the first time at the New Stuttgart Trade Fair Centre next door to the airport in 2008



The next date for the international trade fair “TV Textilveredlung & Promotion” has been fixed: textile printers, transfer printers, digital printers, flockers, embroiderers and experts from the textile areas of promotion and merchandising will meet for the first time at the New Stuttgart Trade Fair Centre between the airport, motorway, trunk road and rapid-transit railway line between 25 and 27 January 2008. An important European event such as TV will benefit, in particular, from this location with its unique transport links.

TV Textilveredlung & Promotion has established itself - at the latest since this year - as the central European platform for the decoration and finishing of textiles, as well as for textile promotion. The trade fair attracted 5,953 visitors from 35 countries to Stuttgart in January 2006. 18 per cent of these visitors came from abroad. TV was not only an outstanding success on all three days, it also provided a very positive boost to business after the event, a fact confirmed by a large number of the 120 exhibitors when asked. This upwards trend will be continued at the next event in 2008. The excellent position of the New Stuttgart Trade Fair Centre, which will also be connected to the long-distant rail network in the foreseeable future, will not only be ideal for the increasing number of foreign visitors. German visitors will also be able to come just as easily by air instead of using their car since Stuttgart Airport has been the most important hub for so-called “low-cost airlines” since the start of the summer timetable. These airlines also offer cheap flights to the state capital of Baden-Württemberg from north and east Germany. This means that trade visitors living a long way away from Stuttgart can attend the TV trade fair with relatively little expenditure of time and money. A link on the homepage of Messe Stuttgart leads directly to Germanwings, hlx and hrs, the international hotel booking system.

With hall space of around 100,000 square metres, the New Stuttgart Trade Fair Centre will be roughly twice as large as the current site in Stuttgart-Killesberg. The hall space will be distributed over seven standard halls each with an area of 10,000 square metres, one multi-functional hall with an area of 25,000 square metres and one hall with an area of 5,000 square metres. The New Trade Fair Centre will also contain the Stuttgart International Congress Centre (ICS) with its unique variable room concept and a total capacity of 9,300. One of the spectacular features of the New Trade Fair Centre will be the multi-storey car park which spans the A8 motorway without any supports. The trade fair city of Stuttgart, the heart of Europe’s leading export region, will also enter new international dimensions with the New Stuttgart Trade Fair Centre, which is being built at a total cost of around 806 million Euro.