

FEBRUARY 2022



**mod
tissimo**

EXPONOR
MATOSINHOS - PORTO - PORTUGAL
16 . 17 - 02 - 2022
10.00h / 19.00h

MODTISSIMO GAINS MUSCLE WITH RETURN TO EXPONOR

With close to five thousand visitors, 300 exhibitors, and many good deals done in the two days of the fair, the Portuguese textile fair was yet another great success. Exhibitors and buyers agree with the idea that the Portuguese textile and clothing industry is gaining with the downfall of the Asian supply chain, and highlight the advantages of going back to the origins.

"The environment at Exponor replicates better the one felt in all the international fairs, and both exhibitors and visitors are delighted with the exhibition space", Manuel Serrão, director of Modtissimo.

**PORTUGUESE BUYERS: 4679
(+10%)**

INTERNATIONAL BUYERS: 4 7 5



Choosing Exponor not only represents a return to the place where it all began, but also brought several other advantages that in practical terms resulted in an increase of around 10% in visitors, compared to the last edition of MODTISSIMO.

Among the many compliments given to this change, stands out the opportunity of bringing together all the exhibitors and all the information forums in the same area, the renovated Pavilion 5 of Exponor, with six thousand m2. Exponor also has better accessibility and much easier parking for exhibitors and buyers, which is free.



The number and quality of foreign buyers, around 500, was also a good indicator of MODTISSIMO's good health, with a special focus on customers from **Germany, Spain and the Netherlands**, the **Austrian entourage**, and the return of North American buyers.

What also got the attention of the visitors was the parallel activities program of the 59th edition of the only event in the Portuguese textile sector. Composed of 14 talks, it was divided into two distinct spaces: CITEVE stage and MODTISSIMO stage. Among the great diversity of topics, we highlight sustainability, innovation, and research, but also more operational issues such as context costs, the scarcity of manpower, and the opportunity for Portugal to assume itself as a proximity market of excellence.

Regarding the growing demand from foreign customers, the interest in manufacturing in Portugal was clearly visible, not only as a result of the return of production to Europe, but above all because of the quality, innovation and sustainability of our textile and clothing industry.

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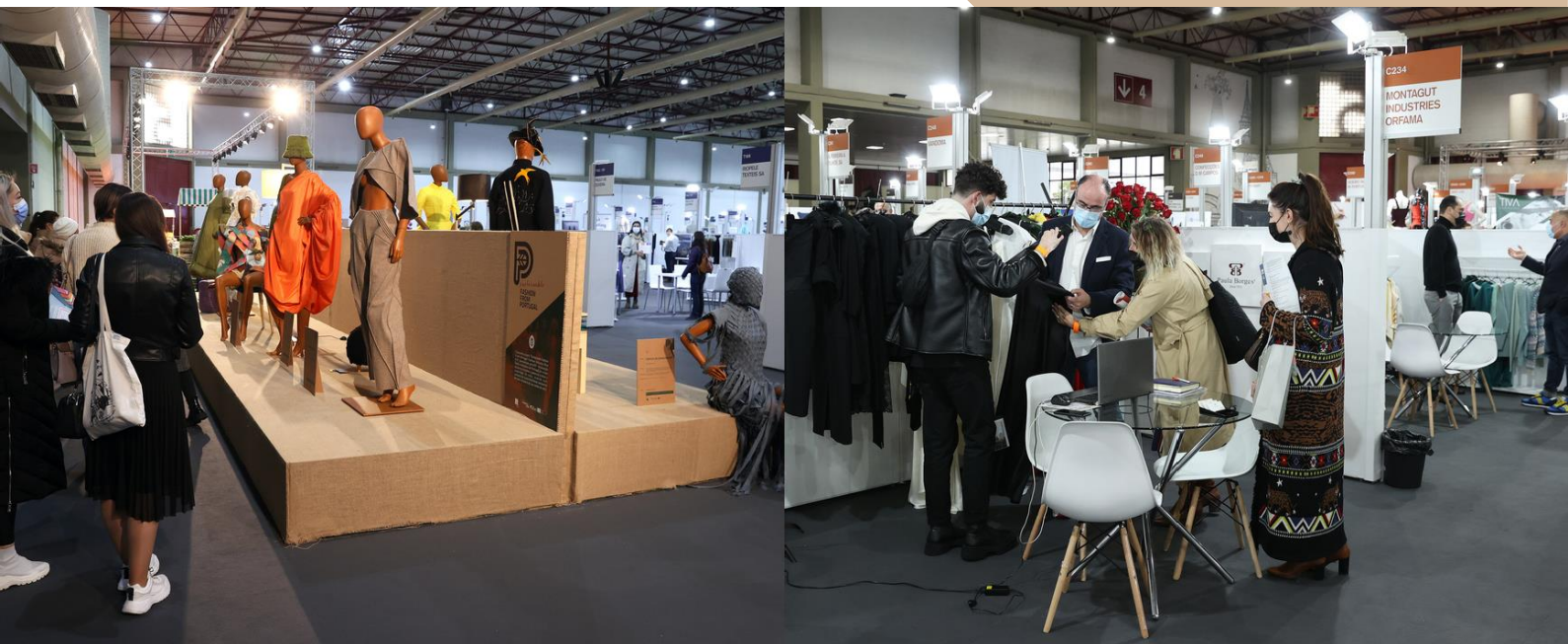
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SHOWCASE AND MAGAZINE SUSTAINABLE FASHION FROM PORTUGAL

The launch of The Green Wave magazine and the showcase with sustainable products from Portuguese companies were the actions of the Sustainable Fashion From Portugal project. “The main goal of the project is to promote and communicate the good practices of the Portuguese Textile and Clothing Industry in the area of sustainability”, says Ana Paula Dinis, executive director of ATP.

It is with the primary mission of “promoting the image of companies in the fashion sector and the Portuguese Textile and Clothing Industry in an international context, associating it with an image of sustainability and social responsibility” that the Sustainable Fashion From Portugal project was born, brought to life by ATP.

Among the many outputs of the project, aimed at the general public, entrepreneurs and other stakeholders, the showcase now presented and the new magazine The Green Wave, after being officially presented at PV Paris, were also greatly accepted at the Portuguese fair.



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