

www.imb-cologne.com



IMB 2009

WORLD OF TEXTILE
PROCESSING

with IMB FORUM

COLOGNE,
APRIL 21-24, 2009

Discover new horizons!

+++ Fashion, Technical Textiles, Leather +++ Information Technology, Logistics +++

 koelnmesse

we energize your business

Where the global players meet:

IMB Cologne

IMB – World of Textile Processing – in Cologne is the leading international procurement, service and information platform for all technologies and services for the processing of flexible materials. All of the relevant suppliers and purchasers from around the world come to IMB Cologne.

A globalised world needs internationally accepted platforms where worldwide supply meets worldwide demand.

IMB 2006 impressively demonstrated that it is equal to this challenge. Around 630 companies from 39 countries presented the world's most comprehensive array of machines, plants, electronics, IT and processing technology for apparel technology and textile processing.

The comprehensive range of products and services attracted more than 25,000 trade visitors from 115 countries – and almost 75% of them were decision-makers from the apparel industry, the textile processing industry and the technical textiles processing sector. What's more, the "Technical Textiles" area continued to substantially increase its range of products and attractiveness to visitors.



How the press reported on IMB 2006:

"The success of the trade fair was clear to see on all the happy faces of the exhibitors, who drawing a first balance had only the highest praise for the event, which takes place every three years."
Textile network, May 2006

"The new concept (...) – to present solutions from all areas involved in the production of clothing, home textiles and technical textiles – was a big hit. And it showed IMB 2006 to be a leading international technology platform."
Melliand Bekleidung, June 2006

"More than ever before, IMB – World of Textile Processing – lived up to its reputation as the top trade fair presenting high tech for the entire value chain."
JSN International, May 2006

"Plein succès donc pour l'IMB 2006 – un succès auquel les nouveaux halls du Parc des Expositions de Cologne ne sont pas étrangers: la très grande qualité de séjour, le niveau excellent du service et l'évidence esthétique de l'ensemble ont eu droit aux éloges de tous, exposants comme visiteurs."
www.modeles.fr, May 2006

There are events that no one can afford to miss:

IMB 2009

Success is built on sound decision-making. Being in the right place at the right time ensures you will meet important contacts, gain valuable information and enhance your image. As you can see, there are many good reasons to take part in IMB 2009.

1. Companies are investing again

As became evident at IMB 2006, textile-processing companies are again investing more in future-oriented systems to boost their competitiveness. So take advantage of this opportunity!

2. IMB – the No. 1 fair in the sector for more than 35 years

For over 35 years, IMB – World of Textile Processing – has been the leading international purchasing and information platform for all types of technologies, research and development results, and services for processing flexible materials, including technical textiles.

3. The place to be for innovations and top quality

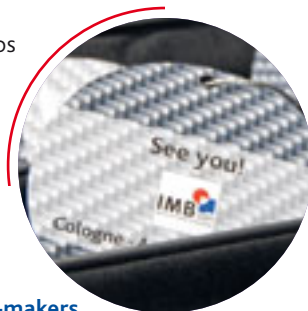
IMB 2009 will be the place to be for high-tech products. As a high-quality event, it will showcase the world's most innovative solutions for the global market. Be a part of it!

4. Outstanding international scope

At IMB 2009, you will reach your target groups from the world's clothing-producing and textile-processing countries. Over 60 % of the visitors come from outside Germany.

5. Here, you will meet the key decision-makers

IMB allows you to make outstanding customer contacts – at IMB 2006, 75 % of the trade visitors took part in making purchasing decisions.



6. Leading events that generate value

The first-rate supporting programme featuring the IMB Forum, exhibitor presentations at the Speakers' Corner, a panel discussion at IMB Forum Future Talk, and the IMB Innovation Award 2009 will provide you with an exciting mix of information, events and communication.

7. Communication on all channels

Koelnmesse and its sales organisation will launch an extensive international communication campaign, featuring print adverts, online and direct marketing measures, and comprehensive publicity measures.

8. A top-quality trade fair venue

Cologne's state-of-the-art trade fair halls provide exhibitors and visitors everything they need for an unforgettable trade fair experience and a pleasant stay.

9. Cologne – the perfect trade fair location

It's a lively, cosmopolitan city that is centrally located and easy to reach. Cologne has a lot to offer in the way of culture, restaurants, entertainment and shopping!

10. People you can count on

Thanks to Koelnmesse's experienced and motivated IMB team, the fair will be professionally organised as a top-quality international event.

... even more good reasons for IMB:

Fresh ideas for 2009

Only those who are constantly developing can stay on top. That's why we are offering interesting new terms and conditions for exhibitors, expanded product segments and new top themes, which make IMB 2009 even more attractive to exhibitors and visitors alike:



Early booker advantage: The new price system

Companies registering by the end of May 2008 will receive an early booker price advantage.

Stand	Early booker price	
	until May 31, 2008	from June 1, 2008
Basic (1 side open)	€ 135 per m ²	€ 145 per m ²
Modern (2-4 sides open)	€ 155 per m ²	€ 165 per m ²



Top themes with future potential

We are expanding and deepening the product segments and themes with developments designed to meet tomorrow's needs:

- **NEW:** Leather and shoe processing
- **NEW:** Textile machinery
- **NEW:** Environment/climate, resources conservation, sustainable technology, recycling
- Technical textiles
- Textile finishing
- Logistics/RFID
- IT
- Research & Development

Innovation, information, inspiration: the supporting programme



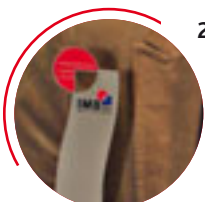
IMB Forum 2009

Here the focus is once again on IT, the top theme in the textile chain. Renowned sector representatives present the latest developments in this important field!



Speakers' Corner

A very interesting event that is very popular among visitors: Here exhibitors give specialist presentations explaining the new opportunities and solutions in the textile value chain.



2nd IMB Innovation Award

As a leading platform for innovation, IMB will, for the second time, be putting the spotlight on outstanding marketable innovations in the processing of flexible materials in 2009.



IMB Forum Future Talk

At the special event "IMB Forum Future Talk", high-calibre representatives of global players from the textile and garment manufacturing industry will once again be discussing exciting future trends in the sector.

The success barometer:

Facts + Figures

The exhibitors' satisfaction with the realization of their trade fair goals*:

71 %

information and presentation of new products/trends

69 %

show market presence/maintain image

51 %

generate post-fair business

43 %

find new sales partners

42 %

open up new markets

* Multiple responses possible:
Scores of 1 and 2,
on a scale from 1 to 5



Opinions of exhibitors on IMB 2006:

95 %

reported they were satisfied or very satisfied with their success at the fair

88 %

will definitely or probably also take part in IMB 2009

72 %

presented technical innovations or further developed products

Visitor structure

77 %

of the visitors came from the clothing and textile processing industries*

75 %

of the visitors take part in purchasing decisions

53 %

of the visitors came from the technical textiles sector*

* Multiple responses

Opinions of the visitors on IMB 2006:

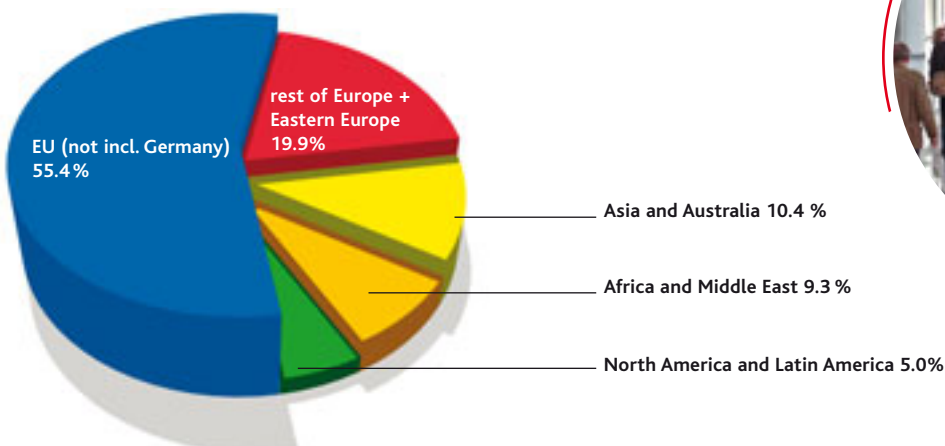
74 %

rated IMB 2006 overall as "good" to "very good"

66 %

reported "good" to "very good" success at the fair

Visitors according to economic regions



It's the meeting place for the

“World of Textile Processing”

Halls 6 + 9

- Joining
- Sewing
- Embroidery

Hall 7

- Distribution logistics
- Internal material flow
- Quality control

Hall 7

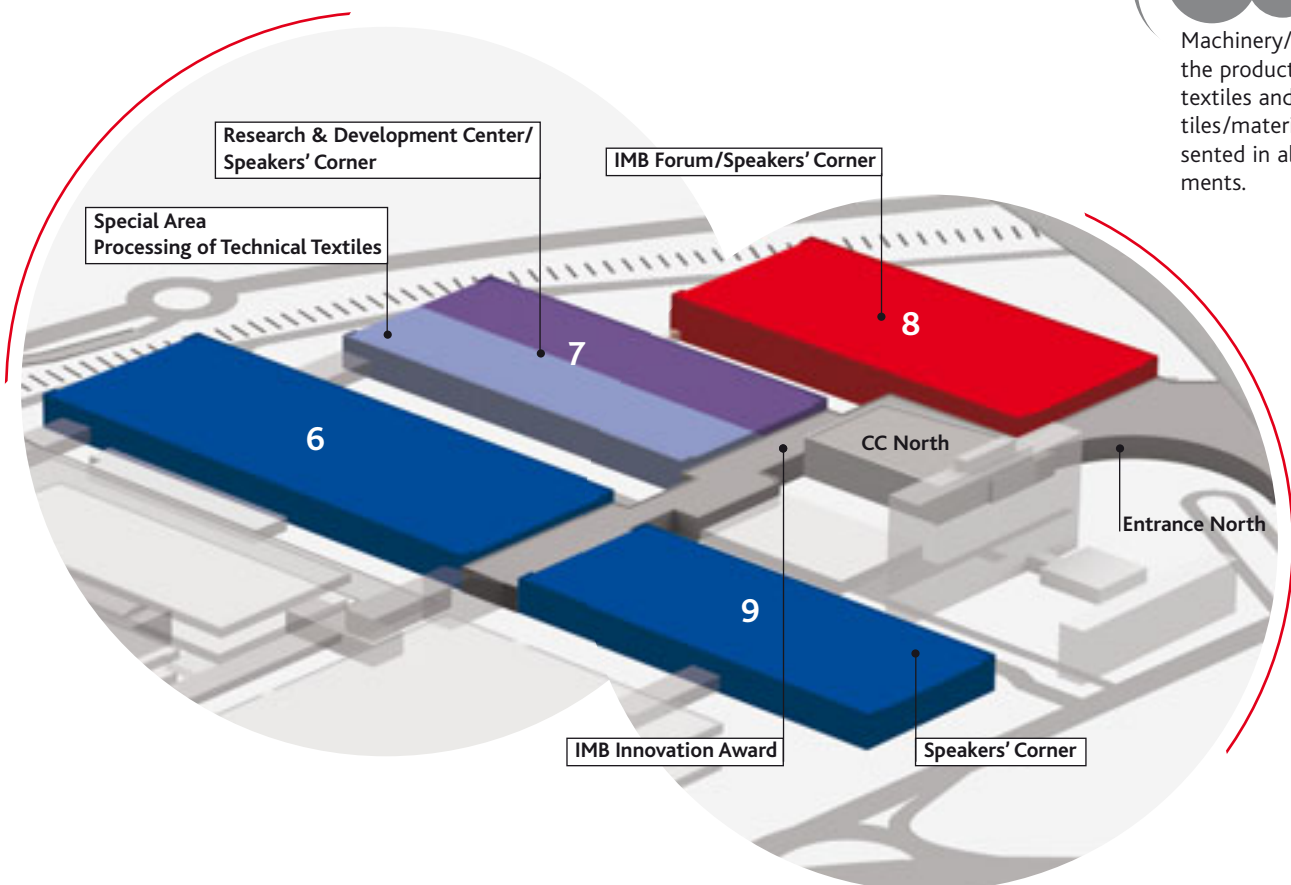
- Product preparation
- Finishing
- Energy, air-conditioning, disposal, recycling

Hall 8

- Design
- Cutting
- CAD/CAM
- IT
- Quality control

Halls 6–9

Machinery/processes for the production of technical textiles and technical textiles/materials are represented in all product segments.



We're working for your success:

Communication + service

We strive to attract as many visitors as possible to IMB ...

Active communication via all channels ensures that all target groups are well-informed about IMB 2009:

- Multi-phase, target group-specific direct mailings to potential visitors worldwide
- High-profile advertisements in international trade publications
- E-mail newsletter published regularly for exhibitors and visitors
- Direct marketing partnerships with the most important international websites
- Banner advertisements in electronic media, on a national and international level
- Search engine marketing
- Cooperative advertising with associations, partners and exhibitors
- Specialist and service information all about IMB, at www.imb-cologne.com
- PR reports in trade publications, daily newspapers and business publications
- Press conferences, roundtable discussions and presentations around the world

... and to your stand!

Of course we will also assist you with your own visitor advertising, by means of:

- Customer advertising materials, free of charge and in good time for the event
- Admission ticket vouchers for your important customers and partners
- Online Matchmaking: the web-based contact tool for visitors and exhibitors



Full service for your trade fair success

You can concentrate on lucrative business – for all your other needs, Koelnmesse Service GmbH offers you a comprehensive range of services from a single source:

- Stand construction services
- Technical services
- Marketing services
- Catering services
- Hotel/travel services

Would you like to learn more?

www.koelnmesse-service.de or

kms@koelnmesse.de

Alternatively, please give us a call.

We'll be happy to help:

Telephone +49 (0)221 821-3998

The ideal trade fair location:

Cologne on the Rhine



Culture, fine food and drink, and a zest for life

Cologne is a vibrant and cosmopolitan city that offers something for everyone: a highly varied spectrum of art and cultural attractions, world-class shopping, a tremendous array of culinary delights, including everything from the most traditional Cologne breweries to modern crossover cuisine – and of course a scintillating nightlife with an internationally renowned club scene.

You can find further information on Cologne, including an updated event calendar, at www.koeln.de

Good connections

There are many ways to reach Cologne – and Koelnmesse. Thanks to Koelnmesse's ideal city-centre location and excellent infrastructure, you will enjoy fast connections to the international airports of Cologne/Bonn, Düsseldorf and – via a direct express rail link – Frankfurt.

To book low-priced direct flights to Cologne, go to www.germanwings.com

You can book hotel rooms and private accommodation from Koelnmesse's partner hotels quickly and easily online, at www.imb-cologne.com



Partner Hotel 

 koelnmesse

Committed to your trade fair success:

The IMB project team

What can we do for you?

We are successful only when you are — and we know how important flawless preparation is for your trade fair success; that is why we guarantee you outstanding service tailored to your needs, especially during the run-up to the fair.

Do you have questions about IMB 2009, or regarding your participation as an exhibitor? If so, please feel free to contact the project team. We will be delighted to assist you further and do all we can to make IMB 2009 a complete success for your company.

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Conceptual sponsor:

VDMA Garment and Leather Machinery
Association
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IMB 2009 at a glance

When and where?

Date: Tuesday, April 21 to Friday, April 24, 2009
Venue: Koelnmesse, Halls 6, 7, 8 and 9
Opening times: Exhibitors: daily from 8.00 a.m. to 7.00 p.m.
Visitors: daily from 9.00 a.m. to 6.00 p.m.
April 24 from 9.00 a.m. to 5.00 p.m.

Supply meets demand:

Who is interested in IMB – World of Textile Processing?

The exhibitors are manufacturers and suppliers of technologies and services relevant not only to the production of flexible textiles that can be used for a wide range of applications but also the production of technical textiles.

The trade visitors come from the clothing industry, the textile processing industry and from sectors that process technical textiles (automotive industry, aerospace, medicine etc.).

