



## Press Release

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SMART | TECHNOLOGY |  
DESIGN

Music City  
Convention Center  
Nashville, TN

November 2 - 4, 2021

[www.sunshadingexpo.com](http://www.sunshadingexpo.com)

## Sun Shading Expo North America in 2022

### Sun Shading Expo North America move Co-location debut with IFAI Expo to 2022 / Sun Shading Expo expert lectures at IFAI Expo 2021

Sun Shading Expo will not be held in 2021 as a separate trade fair, but will instead contribute its expertise in internal and external sun shading systems to the conference programme at IFAI Expo 2021 in the form of expert talks and open discussions. IFAI Expo, the leading trade fair for special fabrics and technical textiles will celebrate its 100th in-person anniversary in Nashville, Tennessee, from 2 to 4 November 2021. The concept for cooperation with Messe Stuttgart will also be presented live at IFAI Expo 2021. "A large number of international R+T exhibitors have already shown their interest in the North American market. In our capacity as a professional trade fair organizer, our objective is to offer all participants planning security in particular along with a high-quality and successful presentation platform. After analysing the currently valid general conditions and in view of the long-term success of the new trade fair brand, we decided to stage Sun Shading Expo North America as a co-location to IFAI Expo 2022," said Roland Bleinroth, President of Messe Stuttgart.

The première of Sun Shading Expo North America will therefore be held from 12 to 14 October 2022 in parallel with IFAI Expo in Charlotte, North Carolina. Industrial Fabrics Association International (IFAI) CEO and President Steve Schiffman added: "We are looking forward to long-term collaboration between IFAI Expo and Sun Shading Expo North America. Our 100<sup>th</sup> Anniversary of IFAI Expo is the ideal framework to celebrate this partnership and start the development of a strong cross-industry network between the customers of both events." The planned conference programme of Sun Shading Expo during IFAI Expo 2021 will be announced shortly.

Further information is available at: [www.sunshadingexpo.com](http://www.sunshadingexpo.com).



### About Sun Shading Expo North America

Sun Shading Expo North America will be a meeting point, an industry barometer, and an innovation platform for the interior and exterior sun protection shading industries. This will be an excellent platform for companies from all over the world to establish new cooperation's.

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## About Messe Stuttgart

With a turnover of almost 180 million euros and a profit of 34 million euros, Messe Stuttgart is one of Germany's leading trade fair companies in the strong even years. Every year over 23,500 exhibitors present their products and services to up to 1.36 million visitors on a hall area of 120,000 square meters, on an outdoor area of 40,000 square meters and in around 33 rooms that offer flexible use in the adjoining ICS International Congress Center Stuttgart. Messe Stuttgart serves its customers in 56 countries with three subsidiaries, 16 foreign representations and numerous sales partners.

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## About IFAI Expo

IFAI Expo is North America's largest specialty, industrial and advanced textiles event, hosting more than 300 exhibiting companies annually for an average 4,412 verified participants from 60+ countries. IFAI Expo is produced by Industrial Fabrics Association International (IFAI).

## About Industrial Fabrics Association International

Industrial Fabrics Association International (IFAI) is a member-owned, member-driven trade association representing the global industrial fabrics industry since 1912. IFAI provides members with relevant information, sourcing solutions and networking opportunities to sustain and grow their business. For more information visit [IFAI.com](http://IFAI.com).

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