

Press Release

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SMART | TECHNOLOGY |
DESIGN

Charlotte Convention Center
Charlotte, NC
October 12 - 14, 2022

www.sunshadingexpo.com

Final Report

10/25/2022

Successful première of Sun Shading Expo North America

Successful start to Sun Shading Expo in Charlotte (NC) / Next edition in Orlando (FL) from 1 to 3 November 2023

Sun Shading Expo North America is the newest member of the R+T Alliance, the trade fair combination for sun shading systems and the door/gate industry. Sun Shading Expo opened its doors for the first time from 12 to 14 October 2022 and celebrated its successful première in the Charlotte Convention Center (North Carolina, USA) in parallel with IFAI Expo, the leading North American trade fair for special materials and technical textiles.

Together with IFAI Expo, a total of 314 exhibitors presented their product innovations on a gross exhibition area of around 21,000 square metres. 274 companies were represented in the exhibition areas "Advanced textiles" and "Specialised textiles", as well as in the shared area of the two trade fairs. The "shared area" was used, for example, by major players in the sun shading system industry such as Sattler and Mermet to present their innovative new products. Around 60 per cent of the exhibitors at Sun Shading Expo came from abroad, for example Australia, Belgium, China, Finland, Germany, India, Italy, South Korea and Turkey. In keeping with the motto "Knowledge2Go Onsite Sessions", the extensive Conference programme provided interesting insights into the topics of motorisation, outdoor living and digital marketing.

Sebastian Schmid, Vice President of Messe Stuttgart, stated: "The successful première of Sun Shading Expo proves that we struck the right cord with this new product on the North American market. A large number of exhibitors have already promised that they will take part in the next Sun Shading Expo in 2023. We are delighted to have now been able to set another milestone for the R+T Alliance with the successful première of Sun Shading Expo North America. It is now essential to build on the lessons learned and successfully develop the event still further." "We are very satisfied with the première of Sun Shading Expo. The feedback from our exhibitors and visitors regarding the cooperation with IFAI Expo was extremely positive. We were able to make perfect use of the synergies between the two events. For example, new visitor target groups moved around both trade fairs thanks to the co-location. The exhibitors at Sun Shading Expo praised, in particular, the high expertise of the visitors and the satisfaction that important trade visitors such as wholesalers and manufacturers were present," added Manuela Keller,

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Manager Exhibitions and Events. Philip McKay, the new President of Messe Stuttgart Inc., the American subsidiary of Messe Stuttgart, has been supporting the trade fair activities on the North American market since 1 October 2022. The main focal points here are now the preparations for Sun Shading Expo 2023.

The next edition of Sun Shading Expo North America will be held at the Orange County Convention Center in Orlando (Florida) from 1 to 3 November 2023 – again as a co-location with IFAI Expo which has been renamed ATA Expo with immediate effect. Further information is available at: www.sunshadingexpo.com.

Boilerplate:

Sun Shading Expo North America is the newest member of the R+T Alliance, the trade fair combination for sun shading systems and the door/gate industry. The première of the trade fair for interior and exterior sun shading systems was staged in Charlotte (NC) from 12 to 14 October 2022 in parallel with IFAI Expo, the leading North American trade fair for special materials and technical textiles. Sun Shading Expo is extending the trade fair programme to include the following product groups: roller shutters and accessories, external Venetian blinds, interior sun shading systems, insect repellent systems, drive and control systems, building automation and intelligent home systems. The next edition of Sun Shading Expo North America will take place at the Orange County Convention Center in Orlando (Florida) from 1 to 3 November 2023.