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IMB Select is the new IMB Forum

The new trade fair format focuses on the supply chain



10 November 2010 will mark the premiere of IMB Select 2010 - Fashion & Textiles: IT-Systems, Services and Strategies in Cologne. In terms of concept, the new trade fair format marks the consistent development of IMB Forum. "In IMB Select we are creating a product developed in partnership with companies that is 100 percent focused on the wishes of visitors", says Udo Traeger, head of the Furniture, Interior Design & Textiles division at Koelnmesse. "IMB Select is an excellent connecting link to IMB – World of Textile Processing to be held in May 2012."

In today's clothing industry, off-the-peg producers have different tasks to the people retailing their clothes. The verticalisation trend and the boom in floor space management by the clothing industry are changing both the internal relationship between suppliers and customers and the necessity of process control. Individual arrangements that are reached require the greatest possible transparency and integration in the IT systems of the other partner. Considerable attention must be paid to these sensitive interfaces, which is where the IMB Select 2010 concept comes in. The extensive trade fair programme and supporting congress on 10 and 11 November 2010 in the northern halls will focus on the entire supply chain, all the way through from procurement to stock management systems, without losing sight of its core processing competence. IMB Select is the ideal business platform for promoting direct dialogue between users and providers of IT solutions in the areas of clothing production and the processing of textile and flexible materials. The central meeting point will be the open and generous communication area. "Visiting this trade fair will be of immense importance for all decision-makers. It is the only place where they will get a complete overview of the IT industry's offers for the sector. It will enable key investment decisions to be made based on flawless information", says Bettina Glamsch, IMB Product Manager, of the new trade fair format.

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www.imb-select.com
www.imb.de

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IMB Select also depicts peripheral and additional processes along the supply chain, doing full justice to the fast development cycles in this sector. By staging IMB Select 2010 and IMB 2012, Koelnmesse GmbH is confirming its position as a hub and marketplace at the heart of Europe for the handling and processing of textile and flexible materials in global business.

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IMB Select 2010
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