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## One industry – one overall concept. IMB 2012 brings together what belongs together

Clothing competence at the heart of all processing technologies

Only those who are able to combine tradition and progress will succeed in the world economy. Traditional and successful fashion houses such as Hermès or Gucci lead the way. They base their future strategies on their wealth of experiences and combine the best of the past with the most developed innovations of today to ensure future success. IMB 2012 – World of Textile Processing is taking exactly this path. Analogous to the newly developed concept of IMB Select 2010 the exhibitors' products and services will be placed along the textile supply chain. To enable visitors to obtain a better overview and to get the most out of the trade fair, in addition to enabling exhibitors to work more effectively, IMB 2012 will be based on this same basic idea. The new hall layout and supporting programme will reflect the real-world processes within the global textile value-added chain, from sourcing to design and production to the consumer and end user.

The heart of the supply chain, i.e. manufacturing and processing, will be made up of renowned international industry representatives presenting their latest developments with exhibits and services. In consideration of the many international exhibitors and visitors, increased focus is placed on the Internet as a means of communication. Exhibitors and visitors are involved in the planning and get to experience previously unparalleled transparency. Early dialogues with the industry's key players mean the overall concept will benefit from their competency and practical experience.

IMB 2012 – World of Textile Processing – turns its responsibility for the solidarity of the international clothing industry and related industries with similar processes into a guiding principle and motivation to be a trade fair of the future. IMB 2012, a world-class specialist trade fair.



IMB  
08 – 11 May 2012

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