



POST SHOW REPORT

5TH INTERNATIONAL EXHIBITION OF TEXTILE INDUSTRY

Foire Internationale de Sousse

19 - 21 October 2023

www.intertextunisia.com











CAUGHT GREAT SUCCESS IN ITS 5TH EDITION

Largest exhibition of textile industry of North Africa, Intertex Tunisia 2023, was organized for 5th time between 19 and 21 October 2023 at La Foire Internationale de Sousse, Tunisia with the unique and valuable support of FTTH (Fédération Tunisienne du Textile et de l'Habillement). In this edition, Intertex Tunisia 2023 being bigger than its previous editions, has reached more than 6.000 professional buyers from 26 countries. 170 exhibitors from 17 countries showcased their strength in the textile industry in profitable Tunisian market.

Intertex Machinery 2023, took place simultaneously with Intertex Tunisia and brought together thousands of visitors in three days.

Key decision makers of the industry, specialists, manufacturers, agents, distributers, brands and retailers and other professionals caught the chance of doing business with sector leading exhibitors, expanding their network and making new contracts.

INTERTEX TUNISIA 2023 WITH NUMBERS







250 EXHIBITORS



17
EXHIBITING COUNTRIES



6.000 +
PROFFESSIONAL
VISITORS



6.000 + M2 EXHIBITION AREA

EXHIBITING COUNTRIES

































EXHIBITOR PROFILE



EXHIBITOR WORLDWILDE

%24 FABRICS	%12 PRINTING	%6 HOME TEXTILE
%19 TEXTILE MACHINERY	%10 KNITTING	%4 DENIM
%13 FIBER, YARN AND RAW MATERIAL	%10 BUTTONS, ZIPPERS OTHER TYPES OF TRIMS	%2 OTHER

EXHIBITORS

85%

decided to exhibit again next year.

90%

raised their brand recognition in international arena.

85%

are satisfied for making new contacts, business deals and market advantages.

95%

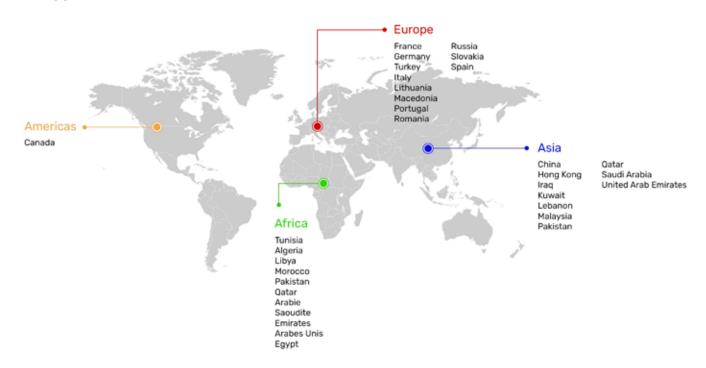
rated Intertex Tunisia is the most important exhibition for opening the business to African market.

90%

rated that international visitors are Professional buyers and important decision makers in the textile.

VISITORS

Intertex Tunisia 2023 is the only showcase of textile and textile machinery in the region. More than 6.000 professional visitors from 26 countries met with leading companies in the sector and caught forward-looking business opportunities.



VISITORS

94%

of visitors agreed that Intertex Tunisia 2023 showcased diverse examples of textile industry.

90%

will visit Intertex Tunisia 2024 next year 95%

agreed that Intertex Tunisia is the most comprehensive exhibition in the region.

92%

of visitors rated Intertex Tunisia 2023 is the most important exhibition dedicated to textile and textile machinery industry. 85%

found products /services they looking for and made contacts







GENERAL REACH

BILLBOARDS AND MUPIS, FIXED AND ROTATING ADVERTISING, DISTRIBUTED IN VARIOUS PARTS OF THE COUNTRY

DIGITAL BILLBOARDS AT TUNIS CARTHAGE AIRPORT.

SOCIAL NETWORKS - FACEBOOK, INSTAGRAM, LINKEDIN PROMOTIONAL CAMPAIGNS DIRECT REACH.

CONTACTS MADE DIRECTLY WITH COMPANIES, ENTREPRENEURS AND PROFESSIONALS IN THE SECTOR, PRESENT IN OUR DATABASES.

CONTACTS WITH SECTORAL ASSOCIATIONS, WITH WHICH PARTNERSHIPS WERE ESTABLISHED. FTTH (FÉDÉRATION TUNISIENNE DU TEXTILE ET DE L'HABILLEMENT) WAS THE MAIN SUPPORTER OF INTERTEX TUNISIA 2023.

PARTICIPATION TO RELATED TEXTILE EXHIBITIONS AND PROMOTING INTERTEX TUNISIA 2023 PRESENTING INVITATIONS AND BROCHURES.

SENDING E-NEWSLETTERS TO LOCAL AND INTERNATIONAL INDUSTRY DATABASE. LOCAL INVITES AND NEWSLETTERS SENT BY FTTH.

PROMOTING INTERTEX TUNISIA 2023 THROUGH NATIONAL AND INTERNATIONAL CHAMBERS OF COMMERCE AND AGECIES.

TELEMARKETING TO REGISTERED VISITORS AND POTENTIAL BUYERS FROM ALGERIA, LIBYA, SPAIN, MOROCCO AND ITALY IN THE SCOPE OF BUYER DELEGATIN PROGRAM.

ADVERTISING IN LOCAL AND INTERNATIONAL BROADCASTING MEDIA.

PRESS CONFERENCE WITH INTERNATIONAL PRESS MEMBERS, PRESENTING INTERTEX TUNISIA 2023.

INTERVIEWS AND NEWS AT LOCAL AND INTERNATIONAL TV CHANNELS AND RADIO SPOTS.

MEDIA PARTNERS



































WE WOULD LIKE TO THANK ALL OF OUR PARTNERS FOR THEIR CONTINUED SUPPORT.



TUNISIA

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SEE YOU AT NEXT EDITION 17 - 19 October 2024







