



MENA CARPET NEWS



**TÜYAP'S NEW
VENTURE:
GAZIANTEP CARPET
FAIR**

**INNOVATIVE
CARPETCABLER/CARP
ETTWISTER 1.12
UNVEILED AT ITM
2024**

**PROSPECTS OF
INTERTEXTILE
SHANGHAI HOME
TEXTILES 2024**

TÜYAP's New Venture: Gaziantep Carpet Fair

Interview with Mr. Hakan Guzel Sales Manager of TÜYAP, the organizer of the Gaziantep Carpet Fair



TÜYAP Fairs successfully organized the Gaziantep Carpet Fair 2024 in cooperation with the Gaziantep Chamber of Commerce. The next edition of the fair will be held May 2025 at the Middle East Expo Center – Gaziantep / Türkiye. Mena Carpet News had an interview with Mr. Hakan Guzel about the fair ...

Could you please provide us with some background information about the fair?

The Gaziantep Hali Fuari / Gaziantep Carpet Fair is an annual event organized by TÜYAP Fairs and Exhibitions / TÜYAP Fuarcilik, in cooperation with the Gaziantep Chamber of Commerce.

It serves as a platform for the carpet production industry, bringing together manufacturers, suppliers, and buyers from

both domestic and international markets. The fair has gained significant recognition in the industry and has become a key event for showcasing the excellence of Gaziantep's carpet production.

This year's fair was particularly remarkable as it marked the first time we organized the event. We were thrilled to host 150 participants in two spacious halls, covering a total area of 25,000 square meters. The fair stood out with its emphasis on promoting the event not only domestically but also on an international scale.

Through the implementation of a virtual environment, participants and visitors had the opportunity to engage in personalized, one-on-one interactions, enhanc-





ing networking and business opportunities.

It's impressive to see how the fair adapted to the current circumstances and provided a virtual platform for attendees. How was the response from participants and visitors? Did you receive any feedback?

The response to the fair was overwhelmingly positive. Participants and visitors alike acknowledged the significance of the Gaziantep Carpet Fair and expressed their support for the event.

They appreciated the virtual environment we created, which facilitated efficient and meaningful interactions. We received feedback commending the fair's organization, the quality of exhibitors, and the overall professionalism displayed throughout the event.

With this being the first year of the fair, were there any specific challenges you faced during the planning and execution phases?

Naturally, organizing a fair of this magnitude for the first time presented its own set of challenges. One of the main difficulties we encountered was establishing our presence and promoting the fair within the sector.

However, as the fair progressed, we witnessed a growing awareness of our event within the industry. Additional-

ly, our experience in organizing other successful fairs, such as the carpet and Flooring expo in Istanbul, provided valuable insights and helped us overcome initial obstacles.

Overcoming those challenges must have been quite rewarding. In terms of the fair's impact on the carpet production industry in Gaziantep, what changes or developments have you observed?

The fair has had a significant impact on the carpet production industry in Gaziantep. By establishing ourselves as the center of carpet production, we have attracted the attention and support of companies within the sector.

This recognition has not only led to increased participation but has also strengthened business partnerships and cooperation among industry players. The fair has successfully positioned

Gaziantep as a prominent hub for carpet production, further elevating its reputation.

What are your plans for the future of the Gaziantep Hali Fuarı? How do you envision its growth and continued success?

Moving forward, our primary goal is to build upon the success of the inaugural fair and further solidify its position as a leading event in the carpet production industry.

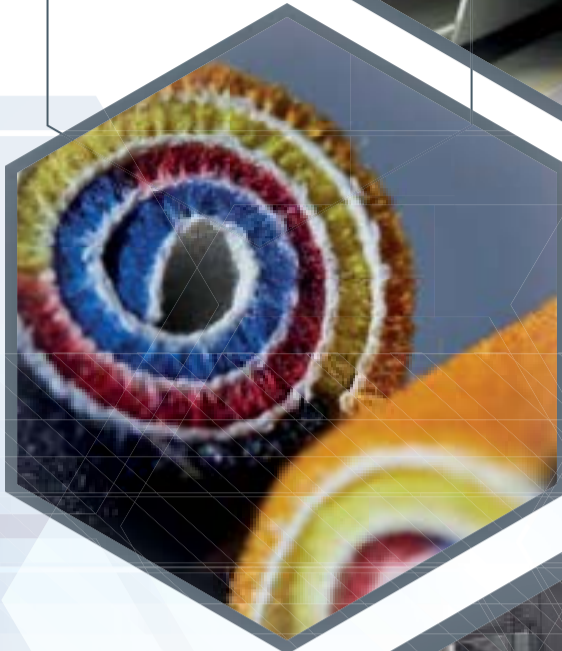
We aim to expand our participant base, attracting more domestic and international exhibitors and visitors.

By continuously improving the fair's organization, offerings, and promotion, we are confident in achieving sustained growth and providing an even more valuable experience for all stakeholders involved.



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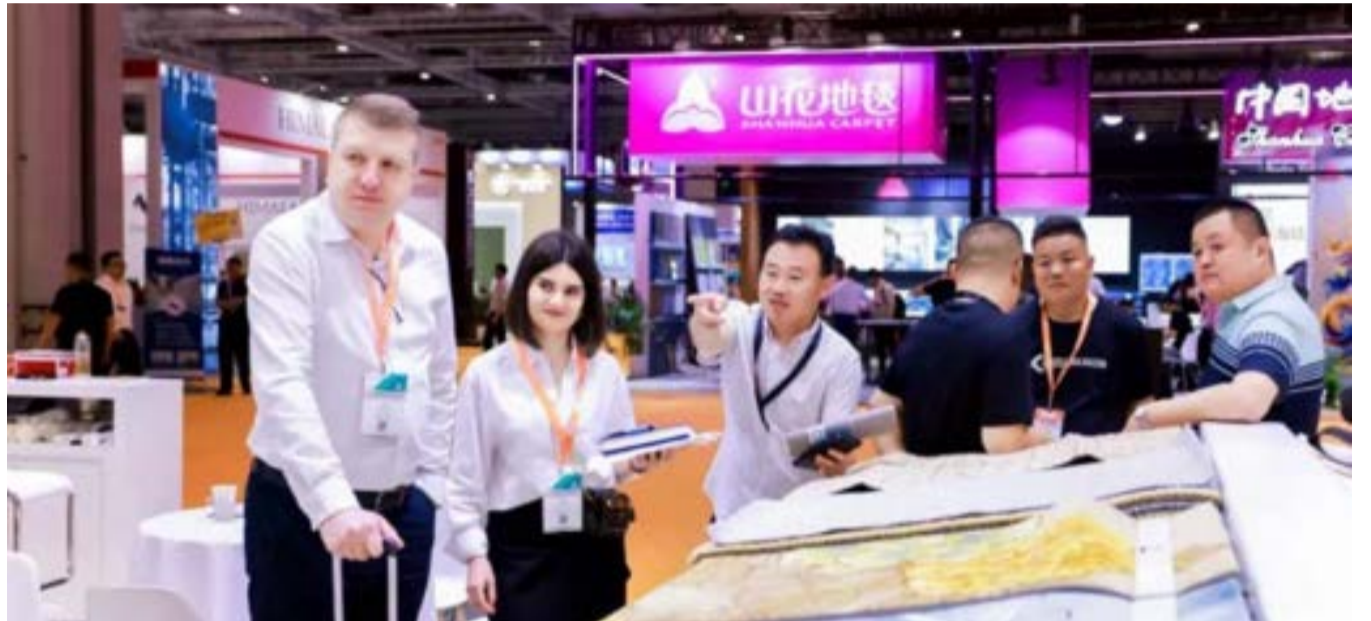
DOMOTEX asia/CHINAFLOOR 2024 Report Released, Reaffirms Event's Leading Position in Asia with Strong Statistics

The 26th edition of DOMOTEX asia/CHINAFLOOR 2024 – the international leading tradeshow in Asia – successfully convened at the Shanghai National Exhibition and Convention Center (NECC) from May 28th to 30th. With a significant increase in international participation, the event solidified its position as a key global platform for the flooring industry.

Featuring 1,600 companies and brands across 230,000 square meters, the event attracted 83,850 visitors from 117 countries, including 17,923 internationals. This year's DOMOTEX asia/CHINAFLOOR, in collaboration with R+T Asia and cadex under BUILD ASIA Mega Show platform, provided a comprehensive experience, highlighting the latest industry trends and innovations in building materials and interior design.

“The diversity of people was very good. For us, it's the reason to be there, to strengthen our relationship with existing local customers but also with new customers; to see, meet and explain them our new products and our novelties. We are looking forward to continuing our journey with business and customers in China and the whole Asia Pacific region.”

Fabian Kölliker Head of Group Marketing Swiss Krono



Visitation Highlights:

.83,850 total visitors from 117 countries, of which 17,923 international

.25% increase of international visitors over the 2023 edition

.57% of international visitors were from Asia. The countries that grew the most were Philippines, UAE, Malaysia, India and Japan.

.Europe returned to make up the second largest visitation origin, accounting for 21% of the total international visitors.

.Significant increase of audience from South China and Northeast China. The provinces that grew the most were Heilongjiang, Jilin, Guangdong and Hebei.

.The fastest growing visitor categories were architects & interior designers, exceeding 30% over 2023

.The overall visitor satisfaction rate was 8.9 out of 10.

DOMOTEX asia/CHINAFLOOR will return at the Shanghai National Exhibition and Convention Center (NECC) again from May 26 to 28, 2025.



DOMOTEX 2025 The Carpets & Rugs Edition



In January next year, DOMOTEX will set in motion a new two-year cycle: from 2025 onwards, the Carpets & Rugs Edition will be a central meeting place for the world of carpets at the Hannover Exhibition Grounds in all odd-numbered years. In 2026, as in all even years, DOMOTEX will once again bring together the entire international floor coverings industry under one roof.

DOMOTEX 2025 | The Carpets & Rugs Edition

Following the keynote theme 'True Connections. Excellence in Design', exhibitors from all over the world will be displaying their innovations at the Hannover Exhibition Grounds from 16 to 19 January 2025. "It was important for us to focus entirely on the needs of the industry," explains Sonia Wedell-Castellano, Global Director of DOMOTEX Events worldwide.

"In close consultation with our top exhibitors and the market, we have developed a strategy to make The Carpets & Rugs Edition as compact and efficient as possible. To this end, we have adapted our supporting programme and planned new special formats and networking opportunities. Our aim is to provide all participants with a focused and productive show from which they can derive the greatest possible benefit."

In addition to antique collectors' items and timeless handmade classics, the product range will include high-quality

knotted items in contemporary designs as well as a wide selection of modern machine weavings.

The Carpets & Rugs Edition features unique designs and inspiring live talks

In Hall 2, visitors can look forward to unique designs and exciting live talks that will make their visit worthwhile. In January, the Carpet Design Awards (CDA) celebrate their 20th anniversary. Part of the CDA area will be the exciting 'DOMOTEX on Stage'. With speakers from the worlds of interior architecture and design, production and retail, the conference programme offers a holistic view of the industry's future issues.

In the new 'Trend Café' in Hall 3, visitors can experience tomorrow's interior trends in one central location and find out about sustainable products. The special display, with its integrated coffee bar and lounge area, is also the ideal place to meet new and existing business contacts throughout the fair to discuss the latest developments in the industry.

Anticipation for DOMOTEX 2026 is likewise rising

By adjusting the frequency of the event, Deutsche Messe AG is responding to the strong demand from the flooring industry for a two-year cycle, which has been expressed for several years.

Deutsche Messe AG reports an extremely positive response to this strategic decision. From handmade oriental carpets and fine parquet flooring to weaving machines and installation technology: In January 2026 and every even-numbered year thereafter, the world's leading trade fair for the sector, DOMOTEX, will bring together the international flooring community in Hannover, Germany.

Stephanie Huesmann, Head of Category Management Wall, Floor and Tools at Schläu Heimtex Einkaufs GmbH, welcomes this decision and is already looking forward to seeing everyone again in Hanover: "For many years, DOMOTEX in Hannover has been a must for us at the beginning of the year.

It is where we meet many important suppliers, establish new business relationships, find out about trends and products and get a comprehensive overview of the carpet and flooring themes of the future – all in one place! By adapting the concept of the show with a rotating focus, we expect to benefit from an even better target-group oriented value."



Partnership Results in New Magic Garden Rug Collection

Swedish interior design brand Layered has teamed up with Danish floral artist Thilde Maria Haukohl, the creative force behind Poppykalas, to launch their second collaborative collection, “Magic Garden.”



Building on the success of their award-winning Secret Garden collection from 2019, the new Magic Garden collection draws inspiration from the vibrant beauty of a garden in full bloom. Haukohl explains, “From the harmonious blend of hues to the intricate textures reminiscent of flower petals, each piece is a celebration of nature’s beauty.”

Before our last collaboration, I had never imagined my floral creations could translate into rugs. However, as we embarked on this journey together, it became increasingly clearer how seamlessly the floral creations would be captured in vibrant floor coverings.”

This year’s collection reflects the cyclical nature of gardens, mirroring the

changing seasons with a vibrant color palette that ranges from soft pastels to lush, warm tones. Each rug tells a story of transformation and renewal.

The Magic Garden collection features two unique designs. The “Magic Garden” rug evokes a tranquil garden scene with earthy tones accented by hints of pale pink, peach, and orange.

The “Sleeping Flower” rug is inspired by peonies, lilacs, fragrant sweet peas, and spring cherry blossoms, incorporating touches of blue to represent the sky, alongside rich green hues and delicate accents of dark red and light pink.

Haukohl describes it as a homage to dormant flowers awaiting their moment to bloom.

“I am inspired by nature, always,” Haukohl adds. “The flowers are my muses. Their vivid colors, delicate textures, and otherworldly presence always amaze me. The abundance of nature reminds me of my connection to something greater, and it is that essence that I sought to capture in the collection.”



The Magic Garden collection is a testament to the seamless blend of floral artistry and interior design, celebrating nature’s beauty through exquisite floor coverings.



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Prospects of Intertextile Shanghai Home Textiles 2024

Interview with Ms. Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd



Today, we'll delve into the exciting prospects of Intertextile Shanghai Home Textiles 2024. We'll explore what attendees can expect, the latest trends and innovations in home textiles, and how the event is addressing sustainability.

Additionally, we'll discuss the opportunities for networking and collaboration among industry professionals and how the event plays a pivotal role in shaping the future of the home textiles market.

Thank you for joining us, Ms. Shea. Let's start with an overview of what attendees can expect at Intertextile Shanghai Home Textiles 2024.

Intertextile Shanghai Home Textiles is one of Asia's major international home textile events, covering a comprehensive range of home and contract textiles and finished goods from both Chinese and overseas suppliers.

Celebrating 30 Years of Intertextile

With the 'Intertextile' brand present in the Chinese textile market since 1995, we are celebrating our 30th anniversary at the National Exhibition and Convention Center in Shanghai this year, and we are happy to invite our guests from across the industry to join us

for this special edition to witness the growth of the fair.

The 2023 edition attracted over 32,000 visitors from 96 countries and regions, and this year over 900 suppliers from 14 countries and regions will be showcasing their innovative products to global buyers from 14 – 16 August 2024.

Once again, the 100,000 sqm plus exhibition grounds will cover halls 5.1, 5.2, 6.1, and 6.2, including 3 country pavilions and zones, and 6 Chinese regional pavilions.

To help buyers source conveniently, 14 centralised zones have been created for carpets, curtains, sun protection, leather, upholstery and other popular product groups. The fringe programme, focusing on different home textile hot topics, will also help fairgoers stay ahead of the curve.

In addition to insightful presentations from key industry players, the trend display area and trend forum will spotlight the latest vogues.

As fair organisers, we are proud to have built up this effective trading platform for the home textile industry over three decades, and will continue to provide opportunities for our exhibitors and visitors to boost international business exchange.



What are some of the latest trends and innovations in home textiles that will be highlighted at this year's event?

As sustainability becomes more central to the modern business agenda, Intertextile Shanghai Home Textiles 2024 will highlight this rising global trend within the industry.

With a significant number of exhibitors showcasing eco-friendly products at their booths, sustainability will also be deeply rooted in the fair's fringe programme.

Functional Products on Display

Functional products are also one of the on-display trends expected to be highly welcomed by buyers. Highlighted exhibitors including 3M, Flamaway (China) Company Limited, Foshan Shu Piaor Technology Co Ltd, YJ Flame Retardant Fabric Co Ltd and other brands will present their bedding, upholstery, curtain products, that provide extra benefits to improve comfort, safety, efficiency and ease of maintenance.

At this upcoming edition, we are also excited to debut the Carpets & Rugs Zone. Set to feature various related products, rising demand for these floor coverings has prompted the birth of this new zone.

How is Intertextile Shanghai Home Textiles addressing sustainability and eco-friendly practices in the home textiles industry?

As part of our fringe programme, a Messe Frankfurt representative will explain the Texpertise Economy concept, the combination of economy and ecology that represents the sustainability activities in the company's Texpertise Network.



The discussion will show how crucial sustainability is for the economic success of a business today, and indicate how fairgoers can benefit from such an approach.

In addition, a mixed group of international designers and manufacturers will take part in a special round table discussion exploring how to collaboratively overcome sustainability challenges.

This is called Bridging Borders: A Designer x Producer Talk on Sustainability, as designers and suppliers often find themselves on opposite sides of the table due to different focuses and business interests. The discussion will identify practical, balanced strategies for products and manufacturing processes to be environmentally responsible, economically viable, and socially conscious.

Other eco-focused fringe events include conferences such as About Healing and Sustainable Fibre Forum, while 3M, Advansa, Indorama and other key green producers using our product presentation format to introduce their latest eco innovations.



Based on your observations, what are the key market trends driving the home textiles industry in Asia and globally?

With the same keyword embedded across different aspects of this edition, sustainability is proving to be the dominant trend, not only for the home textile industry, but also for the global textile supply chain as a whole.

Intertextile Shanghai Home Textiles: Sustainability and Green Innovations

In order to help industry players adapt to this development, Texpertise Economy, and sustainability as a whole, will have key roles at this edition.

Beyond the stage, a range of overseas and domestic exhibitors will showcase their green innovations at the fairground, such as Global Textile Alliance Belgium NV, Hangzhou Longshi Textile Co Ltd, Kucukcalik Tekstil San Ve Tic Ltd Sti, Mobus Fabrics Ltd, Zhangjiagang Coolist Life Technology Co Ltd and many more.

In addition to being greener, consumers are now willing to spend more money to enjoy more comfort and wellness at home, increasing demand for high quality and functional home textile products. For the new generation, textiles are not just decorative elements but pivotal components contributing to consumers' well-being.

Therefore, some of the latest textile innovations are created to enhance the living environment, where every thread and weave contributes to a holistic sense of health.

With over 1,000 exhibitors in 2023, what kinds of companies and products can attendees look forward to seeing in 2024?

The fair covers the full spectrum of home textile products and finished goods, including bedding & towelling, rugs, table & kitchen linen, upholstery & curtain fabrics, editors, home textile technologies, textile design and many more. Buyers will be able to source from a wide selection of exhibits to fulfill their various needs.

An extensive list of Chinese manufacturers will showcase valued products from all categories at this Shanghai stage, the gateway to Asia's home living.



Once again, the Türkiye Pavilion and Belgium Zone will return to present various product series from premium brands, alongside multiple standalone international exhibitors.

Well-known suppliers including Love Home Fabrics (Belgium), KOTAS (Türkiye), KUCUKCALIK TEKSTIL (Türkiye) and WEAVERS TEKSTİL (Türkiye) will be joining these two special zones. Organised by Trade Development Company JSC, a newly introduced Uzbekistan Pavilion will also showcase locally distinctive products.

For highlighted international exhibitors, you will be able to find European brands such as Advansa Marketing GmbH (Germany), Elastron Group (Portugal), Mobus Fabrics Ltd (UK), and Prestigious Textiles (UK) at the fair. Suppliers from the Americas including Raffinato (USA) and Morgan Fabrics Corporation (USA) will exhibit, while Asian suppliers such as IL JEONG INDUSTRIAL Co Ltd (Korea), Kageyama & Co Ltd (Japan) and Textile Depo Co Ltd (Japan) will also showcase their latest products.

What efforts are being made to enhance the visitor experience this year, particularly for international guests?

Due to several visa-free policies in place, we are expecting to see more international and domestic players visit and engage in business exchange during the industry's peak sourcing season this autumn.

Intertextile Shanghai Home Textiles: Global Buyer Engagement Efforts

We have made significant efforts to invite buyers from all over the world. In addition to numerous Chinese visiting groups, this edition will welcome 11 international buyer delegations from 15 countries and regions.

These include manufacturers, designers, buying houses, distributors, chain stores and retailers from India, Indonesia, Japan, Malaysia, Maghreb, Moldova, Myanmar, Philippines, Russia, Thailand, Vietnam and more.

Our support to buyers ranges from pre-show visa facilitation, to travel and accommodation allowances, to onsite assistance and various fringe events and themed tours.

With so much to discover, our visitors will be able to experience an all-encompassing sourcing journey at Intertextile Shanghai Home Textiles – so far, 2,047 buyers from 75 countries and regions have already pre-registered for the show. Adding to the highlights, we have provided a business matching programme for our buyers to efficiently source from suitable exhibitors.



Based on the requirements and product interests provided by the participating buyer, we will help arrange onsite meetings to connect the different parties.

Can you tell us more about the fringe programme and how it adds value to the event for industry professionals?

As another highlight for our comprehensive platform, business exchange at the fair will be once again be supplemented by multiple concurrent events, for home textile players to learn more about the latest industry innovations and upcoming design trends.

As mentioned, sustainability is threaded throughout our fringe programme, but there are many more topics for fairgoers to unravel.

Under the four main themes of Design Inspiration, Business O2O, Textiles & Technologies and Industry Empowerment, over 30 fringe events, including forums, seminars, individual presentations, product launches, and networking events, will take place during the first two days of the fair.

Key industry experts will discuss

topics ranging from design trends and strategies, to green talks, industry challenges and solutions, and market updates.

In addition, to help home textile players set the tone and direction for the upcoming business season, Trends 2025 will be presented under the theme of 'Healing Home – Spaces for Thriving Living'.

This is an exciting collaboration with the leading Danish trend agency SPOTT trends & business, to mark the paths ahead for the evolving sector.

This year's concept conveys the idea of a home that promotes a remedial, prosperous lifestyle, improving peoples' general health and well-being, with eight key trend directions and five key colours highlighted in the trend guide.

Fairgoers will be able to better visualise these vogues through a trend presentation and guided tour of the designated display area, hosted by the Founder and Creative Director of SPOTT trends & business, Ms Anja Bisgaard Gaede.

Focusing on design trend topics related to sustainability, Mr Shen Lei, Founder and Design Director of Interior Architects Design and the Chinese representative of the Intertextile International Lifestyle Trend Committee, will also be very involved this year.

He will lead a panel of industry experts and designers, for another featured panel discussion to share valuable trend insights at the InterDesign Forum. Ms Anja Bisgaard Gaede will join them, adding an international perspective to the table.

What opportunities will there be for networking and collaboration among industry professionals at the event?

Our buyers will be able to directly connect with and source from hundreds of quality international and domestic exhibitors from different product sectors along the supply chain, providing a valuable and business-friendly face-to-face networking opportunity.

We are looking forward to welcoming wholesalers, designers, architects, manufactures, retailers, representatives from trading companies, e-commerce stores, as well as franchisees and chain stores to our integrated platform.

Furthermore, the highly rated business matching service will help facilitate the interconnection between businesses and their targeted suppliers and clients, enabling seamless, efficient trade.

Industry players are also invited to join the interactive fair and trend tours, and networking sessions that allow them to gain more insights on both this edition's opportunities and those in the general market.

Looking ahead, how do you see the

home textiles market evolving, and what role will Intertextile Shanghai Home Textiles play in shaping its future?

Although the general business environment is still recovering, we think the home textile industry outlook is still positive. Especially in China, which has, by utilising advanced technologies and abundant resources, earned its global reputation as one of the major manufacturing hubs for home textile products.

Booming Chinese Textile Market

Chinese home textile exports reached over USD 10.4 billion in the first quarter of 2024, a year-on-year increase of 3.1%. On the other hand, the country's huge population, coupled with its increasing per capita textile consumption and home renovation projects, is providing a plethora of business opportunities for international

suppliers to further discover.

We hope this Shanghai fair can serve as an all-in-one sourcing hub and the ultimate gateway for global suppliers to capitalise on new opportunities.

In order to help the industry maximise potential business opportunities in this market, we have created a well-rounded platform to integrate resources and gather key players from the entire industry chain.

As mentioned before, we are actively facilitating business exchange across multiple categories, including innovative and sustainable products and services, helping propel the industry towards a green, prosperous future.



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Heimtextil 2025: Carpets & Rugs is Booming – and Makes Frankfurt an Annual Fixed Point for the Global Carpet Industry

Even bigger, even more international, even higher quality: this is how the successfully established product group Carpets & Rugs presents itself at Heimtextil 2025. The segment will be even stronger at the upcoming event: Carpets & Rugs already has twice as many exhibitors, an additional hall level and new highlights. Strong brands, exciting new products and content formats await the international carpet industry at Heimtextil 2025 in Frankfurt.

Carpets & Rugs on course for growth: At Heimtextil 2025, the successfully established product segment grows in quality and quantity – and is already recording an enormous increase in exhibitors six months before the upcoming event: more than twice as many companies have already registered compared to the previous year.

“We are very pleased about this signal from the market. It clearly reflects the industry’s need for a strong, international and central carpet platform. This is exactly what we offer with Heimtextil in Frankfurt: a comprehensive market overview and a bundled product range combined with the highest quality.

We have listened to the market and taken on board the feedback. Now it’s a matter of expanding the range, organising it in a structured way and presenting it to visitors in a structured manner”, explains Bettina Bär, Director Heimtextil.

In 2025, the segment grows by an entire hall level: the expanded range of high-quality hand-woven carpets and the international country pavilions are located in the additional Hall 5.0.

Once again, Hall 5.1 is home to the growing segment of machine-woven carpets

and also brings together the enlarged pre-production offer with fibres and yarns as well as technologies specifically for the carpet industry.

Hand-knotted carpets and unique pieces, doormats and clean-off systems as well as textile solutions for outdoor areas and contract business round off the unique

range.

Another highlight: a new carpet area is being planned together with the exhibitor Ragolle Rugs and the Belgian association Fedustria.

The association will be exhibiting together with well-known exhibitors from Belgium in a high-quality joint presentation.



Carpets & Rugs Lounge Highlight at Heimtextil: The Carpet Lounge in the foyer of Halls 5.1/6.1. Photo: Pietro Sutera / Messe Frankfurt

Strong resonance from the industry: these exhibitors are taking part

Numerous renowned companies have already confirmed their participation at Heimtextil 2025.

Among them are big international names such as Bhadohi Carpets (India), Balta Home (Belgium) und Kaleen Lifestyle (India), who will exhibit for the first time at the upcoming Heimtextil. Renowned brands like Lalee OHG (Germany) and strong returnees like Heritage Overseas (India), Mittal International (India), Oriental Weavers Group (Oriental Weavers Carpets, EFCO, MAC Carpet, Egypt), Ragolle Rugs (Belgium), Rugs in Style (India), The Rug Republic (India), Tufko International (India), Universal XXI (Spain) and Vini Décor (India) have also signed up. Within the Decoteam, the carpet supplier Infloor-Girloon (Germany) and the manufactory Paulig (Germany) with unique hand-woven products will present themselves.

In addition, the member companies of the Belgian association Fedustria and, for the first time, the Tunisian association Office National de L'Artisanat will show their high-quality carpets at

Heimtextil.

The exhibitors confirm the successful establishment of the new product area and the role of Heimtextil as a global industry meeting point and showcase for new trends, collections and products: "Our first participation in this year's Heimtextil was a success; Heimtextil represents a destination for textile innovations in the home textiles industry, trends, sustainable impulses, and a variety of unique opportunities for our business. We benefited from excellent introductions and numerous new international contacts. We look forward to participating again in 2025", says Yasmine Khamis, Chairwoman Oriental Weavers Group.

Mittal International emphasises the joint industry presence in the Carpets & Rugs product segment as well as the Frankfurt location as a new anchor point for the carpet industry: "We really appreciate the initiative taken by Messe Frankfurt in launching the Carpets & Rugs segment at Heimtextil. The concept was convincing across the board and met the needs of the industry.

We had a successful start, a good influx

of customers and also received orders from the USA and Mexico. Carpets & Rugs as a new platform for the carpet industry is a great advantage for us, as we can focus on all segments at Heimtextil. We are even expanding our stand space in Frankfurt for 2025.

We are looking forward to participating again in order to continue shaping the new product area for the future," says Manmohan Sharma, Founding Partner Mittal International.

Current trends and customised content

The additional hall level not only offers an expanded range of exhibitor presentations and product innovations – an extensive content programme also awaits visitors on the two Heimtextil stages: With business-promoting specialist presentations on current industry topics, stimulating panel discussions and exciting guided tours, Heimtextil 2025 positions itself even stronger as a valuable knowledge platform for the carpet industry. The popular Carpet Lounge in the foyer of Halls 5.1/6.1, equipped with high-quality exhibitor products, will once again bring unusual designs and new carpet trends to life in 2025 – and invites visitors to linger and network.



Innovative CarpetCabler/CarpetTwister 1.12 Unveiled at ITM 2024



At this year's ITM 2024 exhibition, attendees are getting an exclusive look at the latest advancement in carpet production technology with the launch of the CarpetCabler/CarpetTwister 1.12. Industry expert Gerd Poehlmann, along with a team of specialists, is available at the booth to demonstrate the machine's innovative features and functionalities.

The CarpetCabler/CarpetTwister 1.12 is designed for maximum flexibility, enabling it to process a variety of yarn types with enhanced productivity. This machine supports the current trend in Turkish carpet production, favoring POY, DTY, and FDY yarns over traditional BCF yarns.

This versatility is made possible by a

fully electronic headstock equipped with inverter drives for the spindle, take-up, and traverse motions. Additionally, the series features an energy-efficient spindle range and a centrally computer-controlled balloon adjustment system.

The decades-long success story of the CarpetCabler/CarpetTwister continues with the 1.12 series, focusing on high flexibility, increased productivity, simple handling, and optimized data connectivity.

The integration of state-of-the-art technology with decades of industry experience provides unparalleled possibilities for producing high-quality strands for sophisticated carpets and other textiles, all in the most economical way.

The new control panel with multitouch technology and an innovative user interface makes the operation of the 1.12 series intuitive and user-friendly.

The panel registers, controls, and monitors the entire production sequence, managing all machine and lot parameters as well as production data.

The straightforward, self-explanatory interface guarantees quick and easy input, simplifying machine control. Stored lot data can be easily accessed, enhancing handling efficiency.

The status of individual spindles is monitored and displayed centrally on the operating terminal, along with efficiency and other production data.

Optionally, the data can be read out and further processed via the Senses production recording system.

The CarpetCabler/CarpetTwister 1.12, showcased at ITM 2024, represents a new chapter in the evolution of carpet production technology, combining modern technology with extensive experience to meet the demands of contemporary carpet manufacturing.

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Zenova Carpet Unveils Luxurious Axminster Carpets in Saudi Arabia



Our diverse customer base comprises prestigious carpet distributors, retailers, wholesalers, property proprietors, interior decorators, designers, and architects.

Our carpets cater to residential, commercial, hospitality, and corporate establishments, consistently exceeding customer expectations through exceptional service, quality, innovation, and design.

Zenova Carpet is proud to announce the successful completion of our latest project at the prestigious Hilton Al Khobar King Fahd Causeway in Saudi Arabia.

Our bespoke high-quality Axminster carpets now enhance the elegance and comfort of the hotel's guestrooms, corridors, and public areas, adding a touch of luxury to every step.

This remarkable project was achieved in collaboration with our dedicated partner, ACF, in Saudi Arabia. Their expertise and unwavering commitment to quality played a crucial role in bringing this vision to life.

Zenova Carpet, established in 2014, has rapidly become a trusted name in Turkey and beyond, manufacturing and exporting carpets and wool yarns worldwide.

Our brand is synonymous with quality and excellence, serving trade partners across the globe, including in Great Britain, the USA, Australia, Saudi Arabia, Germany, Estonia, and South Africa.

We specialize in customized Axminster and Broadloom Tufted Carpets, adhering to the highest standards of excellence, including the world-renowned BSI ISO 9001:2015.

At Zenova Carpet, we highly value our existing and new customers, continually striving to deliver the highest standards at all times.

The Hilton Al Khobar project exemplifies our commitment to luxury and quality, reinforcing our reputation as a global leader in the carpet industry.





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Afghanistan's Carpet Exports Reach \$9 Million in Six Months



Afghanistan's carpet and rug exports have exceeded nine million dollars in the first six months of 2024, according to Akhundzada Abdul Salam Jawad, spokesperson for the Ministry of Industry and Commerce. Over 2.4 million kilograms of carpets, valued at 8.7 million dollars, were shipped to Austria, India, Pakistan, Uzbekistan, Australia, Italy, China, Turkey, the United Kingdom, the United States, and other countries.

Government Support for Carpet Exportation

Jawad highlighted that the Ministry of Industry and Commerce has facilitated the necessary conditions for traders to export carpets internationally. This support has been crucial in enabling the significant export volumes witnessed this year.

Economic and Employment Impact

Khanjan Alokozai, a member of the board of directors of the Chamber of Commerce and Investment, emphasized the importance of carpets as a key export item. "Carpet is one of our main export items, and besides that, it provides job opportunities for both men and women," Alokozai stated, underscoring the sector's role in economic

development and employment.

Calls for Enhanced Trade Facilitation

Local carpet sellers have voiced their needs for further support to boost sales and exports. Mustafa Sakhi Zada, a carpet seller, expressed concerns over declining domestic sales and urged government officials to enhance facilities to stimulate market growth.

Similarly, Firoz Afqar, another seller, emphasized the necessity of direct and fast air corridors to transfer quality carpets abroad and to promote Afghan culture through carpet weaving on the global stage.

International Support for Afghan Carpets

The United States Agency for International Development (USAID) has played a significant role in bolstering the Afghan carpet industry. The organization has helped increase the sector's processing capacity to 500,000 square meters per year, aiding in the improved quality and export potential of Afghan carpets.

Future Prospects for Afghan Carpets

With ongoing support from both the Afghan government and international organizations, the carpet industry in Afghanistan is poised for continued growth. Exhibitions and improved trade facilities could further enhance the global presence of Afghan carpets, promoting cultural heritage and economic stability.



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NODUS rugs at IMPERMANENCE – 40 Years of Estudio Campana



Estudio Campana and the power station of DESIGN (psD) at the Power Station of Art (PSA) present “Impermanence” – 40 Years of Estudio Campana from June 8 to September 8, 2024, in Shanghai, China. Established in 1984 by Brazilian design duo Humberto Campana (b.1953) and Fernando Campana (1961-2022), “Impermanence” marks the Sao Paulo-based studio’s first major exhibition in Asia.

Co-curated by Marco Sammicheli, Curator for Design, Fashion, Crafts and Director Museo del Design Italiano at the Triennale Milano, and Gong Yan, Director of PSA; Scenography design by the studio co-founder Humberto Campana; Graphic design by Maru Widen, the exhibition will focus on the cultural production of the studio through the proposal of objects, projects, drawings, and works that best summarize the history, trajectories, and insights of the practice.

The exhibition will bring over fifty pioneering pieces that represent and trace the history of thoughts and actions that have prefigured well in advance artistic events, design solutions, and urgent reflections on the coexistence of human beings and nature.

With the tall order of introducing four decades of studio production to the Chinese audience, a Cabinet of Curiosities will welcome visitors into the Campana universe of references

from childhood to the beginning of the brother’s careers, including never-before displayed personal objects, original drawings, and prototypes.

For the main exhibition hall, the curatorship has created three thematic stances: a manual act, which involves artisanal knowledge, manufacturing, and material investigation; an expressive act which develops an intimate thought and makes it collective by transforming genres, types, and techniques dignifying hybrid and organic matter; and a political act which builds communities, transmits knowledge, and regenerates a territory.

To nest the curators’ vision, Humberto Campana has designed an alluring structure of artificial stalactites and stalagmites, a reference to Plato’s “Allegory of the Cave”, where visitors can roam freely and discover the works, as they materialize from

behind the organic-shaped columns, like a game of hide-and-seek.

“I wanted to combine the curators’ work with a child-like experience, which for me is the most accurate way of explaining how my brother and I trailblazer through life: by taking steps into dark, unknown territories, and shedding light into our explorations and findings. Plato’s classic allegory is something we can all relate to, at any age or background.

I like to think we are all born curious, and this scenography is an invitation to embrace estrangement, step away from your comfort zone, and be rewarded by the courage to let imagination run free in an adventurous search for joy” says Humberto Campana.

“The work of the Campana brothers has transformed contemporary design. They were the first to intuit the richness of hybridizing creativity by giving dignity to scraps, waste and less noble materials so that the objects could portrait and attest desires: the ethics of recycling, the dignity of artisan work, the forgotten aesthetics of rural and indigenous Brazil, the madness of colors and shapes in the domestic landscape, the hybridization between production systems and ecological awareness. In a forty-year career, Estudio Campana has demonstrated the possibility of connecting decoration and political message, function and fiction, culture and nature”





Marco Sammiceli

“The creations of the Campana brothers originate from their optimistic embrace and imagination of life. Their unique employment of materials and craftsmanship gives their design a quality of physical tactility that transcends mere functionality, embodying both an extension and a celebration of life itself. This exhibition also hopes to initiate a series of discussions on design, materials, traditions, and social concern.”

Gong Yan

Two screening rooms will complete the experience with a collection of artists’ videos, including “We The Others”, a brand-new production by Francesca Molteni and Maria Cristina Didero presented this past April at Triennale Milano

during Design Week. Archival footage will also be shown, including contemporary ballet productions and TV specials, such as the story of “Vermelha”, the ground-breaking chair created in 1993 that became Humberto’s and Fernando’s most recognized and best-selling piece.

In parallel, Estudio Campana was commissioned to produce two new works: an installation for the museum’s atrium, entitled “Astro”, a 12-meter-high hanging tulle sculpture inspired by the images generated by the Hubble Space Telescope; and another installation to inaugurate PSA’s unique “Sky Garden” in collaboration with Chinese garden designer Yuan Zheng.

“Pyro” is an oversized cluster of bamboo and steel structures resembling star

outbursts that will dot the area that oversees the skyline of Shanghai, fully integrated with the graceful landscape design. The 2000m2 rooftop will be launched along with the opening of “Impermanence”.

“I am honored to have the opportunity to design this installation for the city of Shanghai. I wanted to offer a space for celebration and joy with sculptures resembling fireworks, with the beautiful skyline as the backdrop. It is a nod to nature and architecture as being integral to our future on this planet.”

Humberto Campana

“In urban landscape defined by skylines, nature often finds itself relegated to a peripheral role, or even entirely obscured.

While the innocence of herbaceous blossom may risk being mere accessories, the landscape is built in an endeavor to evoke a sense of awe and collective memory by creating images of primal scenes—mountain peaks, tundra, islands, and glacier erosion.

Similarly, artists’ creations achieve a certain sense of arrival through the integration of natural raw materials with abstract unknown ones, as well as an atmosphere of emotional conflicts.”

Yuan Zhen



“A garden in a museum, which exhibits the traces of the coexistence of humans and nature, is a bioregion, an island where diverse species learn from each other through shared consensus.

Each year, we will invite different artists, designers, and architects to cultivate this island, which has been carved out over the years by human and natural forces.

Amidst the exchange of water and soil, and the rhythm of the changing seasons, the power of life is revealed.

In their hometown of Brotas, the Campana brothers have built for the public a large park with 12 pavilions that goes beyond the traditional notion of a park to become a future-oriented educational centre for discussions on nature’s return to itself and humans’ regain of spirituality.

This garden in Shanghai, or the 13th pavilion, echoes the spirit of those in Brotas. Bamboo, a plant native to both Brazil and China, forms graceful structures and spreading lines that are intertwined like ceremonial blossoms atop volcanic rocks.”

Gong Yan



Oriental Weavers USA Appoints Kristen Ritch as VP of Digital Strategy & Marketing



Oriental Weavers USA has announced the appointment of Kristen Ritch as vice president of digital strategy & marketing.

Ritch, who brings over a decade of experience in the area rug, home décor, and furniture industries, will be instrumental in advancing the company’s digital initiatives.

Ritch’s extensive background includes a recent tenure at Ashley Furniture, where she excelled in account management, marketing, and business strategy.

She has a history of driving significant growth in e-commerce sales and enhancing the online presence of the brands she has represented.

“We are thrilled to welcome Kristen to our team,” said Pat Muschamp, Oriental Weavers vice president of sales. “Her proven track record and deep understanding of digital strategy and marketing in our industry make her an invaluable addition.

As we expand our digital footprint and enhance customer engagement, Kristen’s leadership will play a pivotal role in driving our objectives forward.”

In her new role, Ritch will be responsible for developing and implementing Oriental Weavers’ digital strategy.

Her focus will be on optimizing the company’s online presence, driving e-commerce growth, and strengthening digital marketing efforts.

This appointment underscores Oriental Weavers’ commitment to leveraging digital advancements to enhance customer engagement and drive business growth.

Stäubli: Partners in Innovation and Sustainability

Berteks, situated in Bursa, is a family-owned company founded in 1922, now in the hands of the fourth generation. Berteks exports a majority of its production all over the globe. Already back in 1984 its directors have chosen Stäubli machinery to support the expansion towards a versatile product portfolio that requires flexible production means.



The company operates more than 200 Stäubli machines and Jacquard harnesses to weave its wide range of high-quality products, mainly decorative home textiles for curtains and upholstery, made of fancy and dyed yarns.

Innovation based on R&D

Berteks is an innovative and creative company with a strong commitment to R&D.

This has allowed the company to expand into sectors like technical textiles, including acoustic products, various coated fabrics, textile-based wallpaper, and naturally textured and high-strength products that are distinct on the market.

Just like at Stäubli, where R&D is

in its DNA. Intense and continued R&D in combination with market proximity and the listening of customers needs, lead to a comprehensive offer with solutions that fit many different woven applications, including the most demanding ones.

Towards greener textile production

Berteks is serious about its ESG (environmental, social, and corporate governance) performance and working on cleaner production materials and techniques with lower environmental impact.

In striving towards greener textile production, Noyan says that the production process plays a key role and emphasises:

Stäubli supports our sustainability efforts with innovative machinery with smooth operation and reduced maintenance, technical support and digital compatibility, performance, high durability, and energy efficiency.”

Partnering a key to success

Noyan emphasizes that its goals of diversification, productivity, and ESG performance can be met only with the help of reliable partners: “We can count on Stäubli’s broad range and its reliable and quick response when we need service or special support. That’s the basis of our solid long-term partnership.”

Iran Exports \$50 Million Worth of Handwoven Carpets, Prepares for Major International Expo



Looking ahead, the 16th International Carpet Expo 2024 is scheduled to take place from November 13 to 16, 2024, at the Tehran Permanent International Fairgrounds. This event is recognized as one of the most significant international gatherings in the field of carpets, moquettes, and related industries in Iran.

The expo aims to provide participants and exhibitors with updates on the latest developments among Iran's carpet and moquette producers. Moreover, it offers a valuable opportunity for fostering business relationships between domestic and international market players.

The upcoming exhibition is poised to further enhance the visibility and market reach of Iran's handwoven carpets, contributing to the industry's ongoing growth and success on the global stage.

The CEO of the National Union of Handwoven Carpet Cooperatives of Iran, Abdollah Bahrami, announced that the country exported \$50 million worth of handwoven carpets in the last Iranian calendar year, spanning from March 21, 2023, to March 19, 2024. This significant export achievement highlights the global demand and appreciation for Iran's handwoven carpets.

Iran National Carpet Center (INCC) revealed that the government had relaxed its export regulations for handwoven carpets.

This policy change is part of broader efforts to boost hard currency revenues from the carpet sector, underscoring the economic importance of this traditional industry.

In his statement, Bahrami emphasized the critical role of organizing the Handwoven Carpet Exhibition.

He noted that such events, along with the participation of foreign delegations, are crucial for the introduction, supply, sale, and marketing of these artisanal products.

The exhibition serves as a vital platform for showcasing the craftsmanship and cultural heritage of Iranian weavers to an international audience.

On August 22, 2023, the head of the





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