

## Press

Texprocess Americas  
Georgia World Congress Center  
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### Contact

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**Messe Frankfurt announces the launch of Texprocess Americas in cooperation with SPESA (Sewn Products Equipment & Suppliers of the Americas), April 24 - 26, 2012 at the Georgia World Congress Center in Atlanta, Georgia.**

Messe Frankfurt USA and SPESA have concluded agreements to cooperate, co-produce and launch Texprocess Americas in Atlanta in 2012. Texprocess Americas will incorporate SPESA EXPO to bring to the Americas the largest and best sewn products and equipment trade show of its kind.

The collaboration between SPESA and Messe Frankfurt USA to co-produce Texprocess Americas will provide sewn products suppliers an even larger, and wider reaching opportunity to showcase their products and services.

David Audrain, President of Messe Frankfurt USA is extremely pleased to have finalized the agreement and declared that "Building upon the launch of Texprocess in Europe we believe that the combination of Texprocess Americas (in partnership with SPESA) and Texprocess will position the Texprocess brand as the most important series of events in the processing of textiles and flexible materials. We look forward to expanding our excellent relationship with SPESA."

"Our capacity to meet the challenges of today rests more and more upon partnerships with others in a spirit of teamwork...forward thinking, innovative people who can cross boundaries, collaborate, and form partnerships to foster growth within the sewn products

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industry” stated Frank Henderson, SPESA Chairman and President of Henderson Sewing Machine Co., Inc.

### **SPESA**

Founded in 1990, SPESA is an industry association for suppliers to the sewn products industry that includes apparel, upholstered furniture, home textiles, transportation interiors, leather goods, footwear and industrial textiles.

“As the only trade association in the U.S. that solely represents suppliers to the sewn products industry, SPESA’s primary goal is to provide value to our members and their customers. The agreement between SPESA and Messe Frankfurt to co-produce Texprocess Americas will not only benefit our members but will help both suppliers and their customers achieve economies of scale and value-added results. We are excited about the agreement and the prospects for the future” commented Benton Gardner, President of SPESA on the collaboration.

And the SPESA Vice-Chairman and President of [TC]<sup>2</sup>, Dr. Mike Fralix shares this sentiment and added “We are very pleased with the relationship that has been established with Messe Frankfurt and look forward to expanding the scope of SPESA’s trade show capabilities through this partnership.”

### **Texprocess Americas**

Texprocess Americas will be the second show launched under the Texprocess brand in the Messe Frankfurt worldwide portfolio. Texprocess Americas provides a platform for leading international manufacturers to present their latest machines, plant, processing, IT systems and services for making up textiles and other flexible materials.

The Texprocess brand was founded in conjunction with the Garment and Leather Technology Association of the Federation of German Machine and Plant Manufacturers (Verband Deutscher Maschinen



und Anlagenbau – VDMA). On the announcement of Texprocess Americas, Elgar Straub, Managing Director of VDMA remarked “Congratulations to SPESA and Messe Frankfurt USA on the expansion of SPESA EXPO into Texprocess Americas! The market knowhow of SPESA together with the trade show organization knowhow of Messe Frankfurt paves the way for a strong show in the future. For the exhibitors of garment machines and technology, the new concept is the unique chance to reach North American producers of technical textiles such as car seats, airbags, composites or upholstery as well as the many excellent garment manufacturers in Latin America. Together with Texprocess - the new leading international trade show for processing textile and flexible materials - in Frankfurt, Germany, JIAM in Japan as well as CISMA in Shanghai, China, Texprocess Americas in Atlanta will belong to the four leading trade shows of the branch.”

Texprocess Americas will take place every even year alongside Techtextil North America to create a larger, more attractive - must attend event for all individuals involved with technical textiles, nonwovens and the sewn products industry.

**About Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organizer. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2009, Messe Frankfurt organized more than 90 trade fairs, of which more than half took place outside Germany. The North American headquarters in Atlanta is currently producing trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our Web site at [www.usa.messefrankfurt.com](http://www.usa.messefrankfurt.com).

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**Upcoming Texprocess events worldwide:**

- Texprocess (24 - 27 June 2011), Frankfurt, Germany
- Texprocess Americas (24 - 26 April 2012), Atlanta, Georgia, USA