



# INTERTEX TUNISIA

## POST SHOW REPORT



5TH INTERNATIONAL EXHIBITION OF TEXTILE INDUSTRY

Foire Internationale de Sousse

19 - 21 October 2023

[www.intertexttunisia.com](http://www.intertexttunisia.com)

ORGANISER



SUPPORTERS







## INTERTEX TUNISIA 2023 CAUGHT GREAT SUCCESS IN ITS 5TH EDITION

Largest exhibition of textile industry of North Africa, Intertext 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, Intertext 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.

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

Key decision makers of the industry, specialists, manufacturers, agents, distributors, 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



PROFESSIONAL  
BUYERS FROM  
**26 COUNTRIES**



**250**  
EXHIBITORS



**17**  
EXHIBITING COUNTRIES

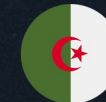


**6.000 +**  
PROFESSIONAL  
VISITORS



**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 Intertext Tunisia is the most important exhibition for opening the business to African market.

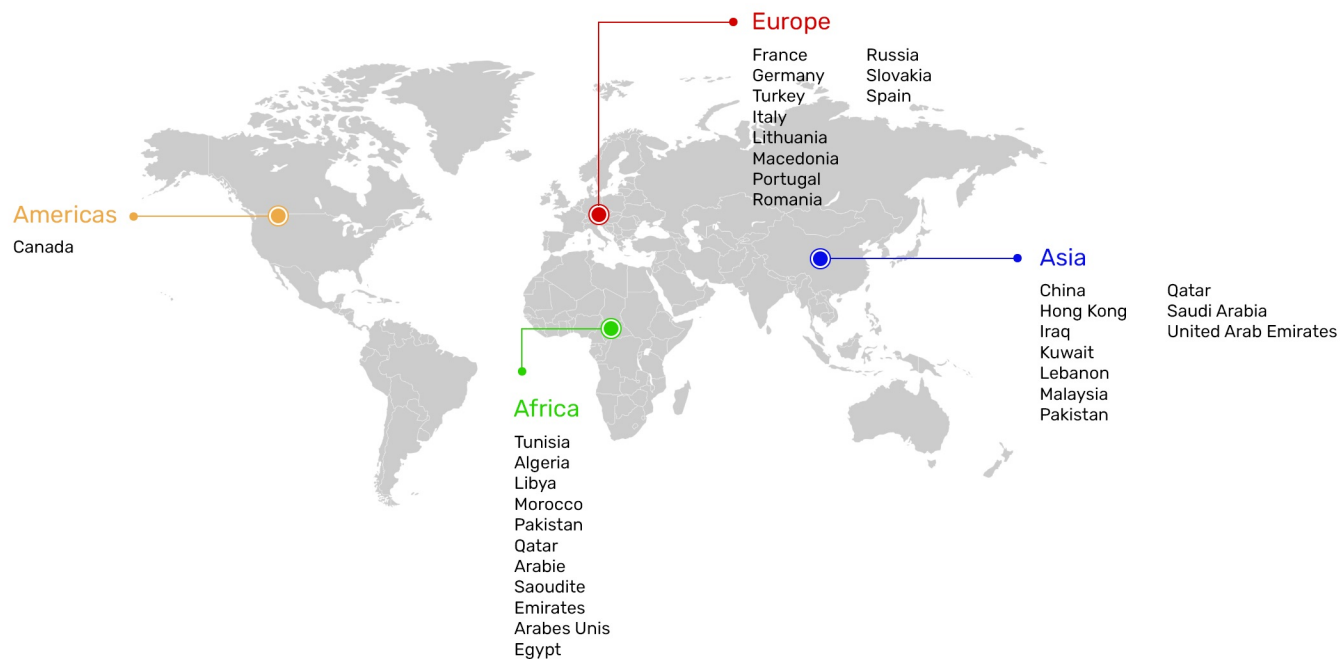
**90%**

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



### VISITORS

Intertext 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 Intertext Tunisia 2023 showcased diverse examples of textile industry.

**95%**

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

**90%**

will visit Intertext Tunisia 2024 next year

**92%**

of visitors rated Intertext 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.

# INTERTEX

# TUNISIA

## POST SHOW REPORT

### SEE YOU AT NEXT EDITION

**17 - 19 October 2024**