**PRESS RELEASE**

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**SPORTSWEAR PRO EVENT TO DEBUT IN MADRID IN MARCH 2020**

**Sportswear Pro**, a new exhibition dedicated exclusively to sportswear manufacturing, will run for the first time from 24 to 27 March 2020 at Feria de Madrid, Spain.

The event will focus on the latest technologies in on-demand and customised production, bringing together a host of exhibitors specialising in three key areas of sportswear manufacture: **design** (CAD/CAM and 3D body scanning); **production** (CMT [‘cut, make and trim’], bonding and knitting) and **decoration** (printing, engraving, embroidery and laser appliqué systems), as well as developers of accessories, smart textiles and printed electronics.

Sportswear Pro is being launched by FESPA, the organiser of the market leading FESPA Global Print Expo, an annual event attracting over 20,000 visitors from the international screen, digital and textile printing industries.

Visitors to Sportswear Pro will be business decision-makers seeking the latest technological innovations as a means to streamline production processes, reduce inventory and waste, and enable on-demand and just-in-time production in response to shortening fashion cycles.

The new event will also feature a dedicated conference programme reflecting the business priorities of sportswear manufacturers and designers, such as sustainability and automation.

“Sportswear producers are not currently served by an exhibition focused on how to optimise their processes,” explains Michael Ryan, Event Manager for Sportswear Pro. “We believe that, with Sportswear Pro, we can deliver an event that informs, educates and inspires sportswear designers and manufacturers with the opportunities being enabled by the latest garment print technologies and material innovations.”

With Southern Europe and North Africa being key regions for the design and production of fashion and textile goods, Feria de Madrid provides an ideal location for the first edition of Sportswear Pro, enabling easy access for decision-makers from Spain, Portugal, France, and countries such as Tunisia and Morocco. The Spanish capital is also readily accessible for visitors from other major garment manufacturing centres.

Sportswear Pro will be co-located with FESPA Global Print Expo 2020. This will allow visitors to move seamlessly between the two events, taking advantage of the array of screen and digital printing exhibits within the FESPA textile halls. Visitors will also have access to Print Make Wear, an educational feature designed to replicate a fast fashion factory, demonstrating a range of garment manufacturing technologies through guided tours, expert chats and catwalk displays.

FESPA CEO Neil Felton concludes: “FESPA’s long heritage in screen and digital printing gives us deep roots in the garment production sector, while recent insights show clearly that sports and active wear is one of the most dynamic segments of this industry. We’re confident that the launch of Sportswear Pro will attract a wide variety of companies wishing to evolve their manufacturing businesses for a fast-changing market.”

For more information on Sportswear Pro 2020 visit: [www.sportswearpro.com](http://www.sportswearpro.com)*.*

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**About Sportswear Pro**

Launching in 2020, Sportswear Pro is an exhibition dedicated exclusively to sportswear manufacturing, running alongside FESPA Global Print Expo 2020.

With a focus on the latest technologies in on-demand and customised sportswear production, Sportswear Pro brings together suppliers of solutions for three key areas of sportswear manufacture: design (CAD/CAM and 3D body scanning); production (CMT, bonding and knitting) and decoration (printing, engraving, embroidery and laser appliqué systems), as well as developers of accessories, smart textiles and printed electronics.

Sportswear Pro is hosted by FESPA, the organiser of the market leading FESPA Global Print Expo, an annual event attracting over 20,000 visitors from the international screen, digital and textile printing industries.

**About FESPA**

Founded in 1962, FESPA is a global federation of associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**Issued on behalf of Sportswear Pro by AD Communications**

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