



2026

ITF

INTERTEX PORTUGAL

PAC

REPORT

PROMOTION,
ADVERTISEMENT
& CLIPPING REPORT





PROMOTION, ADVERTISEMENT & CLIPPING REPORT

This report is intended to be a summary of the promotion and advertising carried out before and during the ITF Intertex Portugal, which took place at EXPONOR, in Porto - Portugal, from May 19 to 21, 2026.

Este relatório pretende ser um resumo da promoção e publicidade efetuada antes e durante a realização da ITF Intertex Portugal, que decorreu na EXPONOR, no Porto - Portugal, de 19 a 21 de Maio de 2026.



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

AAV – Automatic Advertising Value

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

AAV – Automatic Advertising Value



During the several months leading up to the fair, various actions were carried out with the media (television channels, radio, newspapers, magazines, etc.) to promote and attract the interest of these media outlets in ITF Intertex Portugal so that it would be reported in the news.

AAV - Automatic Advertising Value, is one of the metrics commonly used in press relations to assess the media impact achieved and seeks to estimate the investment that would be necessary in purchasing advertising space to achieve media exposure equivalent to that obtained through spontaneous editorial news.

The investment made in the news promotion of ITF Intertex Portugal obtained a **total AAV of €319,477.14**. On average, **each news item generated reached an AAV of €16,814.59**, a particularly significant value that reinforces the exceptional performance of the implemented strategy. The news items **reached an estimated potential audience of 765,131 contacts**, or an average of **40,270 per news item**.

Durante vários meses que antecederam a feira foram efetuadas várias ações junto dos meios de comunicação social (canais de televisão, rádios, jornais, revistas, etc) para a promoção e captação de interesse destes meios para a ITF Intertex Portugal para que a mesma seja noticiada.

O AAV é uma das métricas habitualmente utilizadas em assessoria de imprensa para avaliar o impacto mediático alcançado, e procura estimar qual seria o investimento necessário em compra de espaço publicitário para alcançar uma exposição mediática equivalente à obtida através de notícias editoriais espontâneas.

O investimento feito na promoção noticiosa da ITF Intertex Portugal obteve um **AAV total de 319.477,14€**. Em termos médios, **cada notícia gerada atingiu um AAV de 16.814,59€**, um valor particularmente expressivo e que reforça o desempenho excepcional da estratégia implementada. As notícias **alcançaram uma audiência potencial estimada de 765.131 contactos**, ou seja, uma média de **40.270 por notícia**.



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Strategy
Estratégia

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Strategy Estratégia



The trade fair's promotion was carried out following two approaches:

1. **Direct scope and reach** - aiming to reach the main market players and industry professionals;

- through contacts made directly with companies, entrepreneurs and professionals in the sector, present in our databases - phone calls, emails, newsletters
- through sectoral associations, with which partnerships were established
- through partnerships created with companies and institutions

A promoção da feira foi realizada seguindo duas abordagens:

1. **Alcance direto** – visando atingir os principais players do mercado e profissionais do setor:

- através de contatos diretos com empresas, empreendedores e profissionais do setor, presentes nas nossas bancos de dados – telefonemas, e-mails, newsletters;
- através de associações setoriais, com as quais foram estabelecidas parcerias;
- através de parcerias criadas com empresas e instituições

ITF INTERTEX PORTUGAL NEWS

A indústria do têxtil, calçado e couro numa só plataforma

ITF INTERTEX PORTUGAL

FEIRA INTERNACIONAL DA INDÚSTRIA DO TÊXTEL, CALÇADO E COURO
www.intertexpportugal.com

+4000 VISITANTES
+130 EXPOSITORES

+45 PAÍSES EM VISITA
+15 PAÍSES EXPOSITORES

Em simultâneo

EXPONOR PORTO
19 - 21 Maio
10h00 - 18h00

ITF Intertex Portugal abriu portas hoje

A ITF Intertex Portugal abriu hoje portas com a participação de cerca de 150 empresas profissionais nacionais e estrangeiras que vão desde fabricantes de matéria prima a produto acabado, acessórios, maquinaria e serviços associados à indústria. Todo o setor estará representado nesta feira de referência que até dia 21 de maio juntará profissionais do setor, compradores e decisores da indústria têxtil nesta feira que é considerada um dos principais pontos de encontro do setor.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



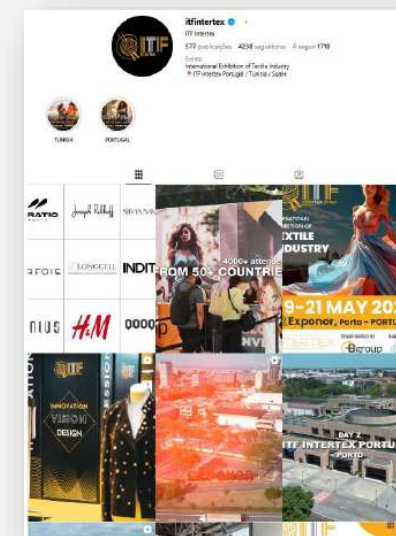
Promotion and Advertising Promoção e Publicidade

2. **General or indirect scope and reach** - promoting and publicizing the brand and the fair to attract a wide range of industry professionals.

- on billboards and mupis, fixed and rotating advertising, distributed in various parts of the country
- on social networks – facebook, instagram, linkedin
- online advertising on industry portals and print advertising such as industry newspapers and magazines.

2. **Alcance geral ou indireto** – promovendo e divulgando a marca e a feira para atrair um amplo leque de profissionais do setor:

- em outdoors e painéis publicitários, anúncios fixos e rotativos, distribuídos em diversas partes do país;
- em redes sociais – Facebook, Instagram, LinkedIn;
- publicidade online em portais do setor e publicidade impressa, como jornais e revistas do setor.





PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising
Publicidade

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising - TV
Publicidade - TV



In the 7 days leading up to the ITF Intertex Portugal event, a 10-second television spot was broadcast during prime time on the SIC Notícias channel, in order to promote the fair to a general audience with a business profile and to attract professional visitors from the sector.

Watch the spot [HERE](#)

Nos 7 dias anteriores à realização da ITF Intertex Portugal um spot televisivo de 10 segundos foi transmitido em horários nobres do canal SIC Notícias, por forma a promover a feira junto de um público generalista mas com perfil empresarial e de negócios, para a captação de visitantes profissionais do setor.

Veja o anúncio [AQUI](#)



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising - Radio
Publicidade - Radio



For over a week leading up to the fair, a 15-second spot was broadcast on Rádio Comercial and Radio TSF at different times, in order to promote the fair, spread the brand more broadly, and attract some professional visitors from the sector.

Listen the spot [HERE](#)

Durante mais de uma semana que antecedeu a feira foi difundido na Rádio Comercial e na Radio TSF um spot de 15 segundos transmitido em diferentes horários, por forma a promover a feira, difundir a marca de forma mais generalista e captar alguns visitantes profissionais do setor.

Ouçã o anúncio [AQUI](#)

RADIO
COMERCIAL

TSF
RÁDIO NOTÍCIAS

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising - Newspaper Publicidade - Jornal



For several months leading up to ITF Intertex Portugal, the trade fair was promoted in the CENIT Textile Journal, which is sent to industry professionals and subscribers, in order to attract exhibitors and capture professional visitors from the sector.

Durante vários meses que antecederam a ITF Intertex Portugal, a feira foi promovida no Jornal Têxtil do CENIT, que é enviado para os empresários profissionais do setor e para assinantes, por forma a atrair expositores e captar visitantes profissionais do setor.



ITF INTERTEX PORTUGAL
FEIRA INTERNACIONAL DA INDÚSTRIA TÊXTIL
International Exhibition of Textile Industry

19 - 21 MAIO/MAY **EXPONOR PORTO**

+4000 VISITANTES VISITORS **+45 PAÍSES EM VISITA VISITORS COUNTRIES** **+15 PAÍSES EXPOSITORES EXHIBITORS COUNTRIES** **+150 EXPOSITORES EXHIBITORS**

FAÇA O SEU REGISTO E OBTENHA O SEU INGRESSO GRATUITO
REGISTER NOW AND GET YOUR FREE TICKET
www.intertextportugal.com

ORGANIZER: Bgroup PARTNERS: cent, ITF INTERTEX, IGA, NOVATEX, MONTE, SP PORTUGAL OFFICIAL CARRIER: SP PORTUGAL

ITF INTERTEX TUNISIA 22 - 24 OCT SOUSSE intertexttunisia.com **ITF INTERTEX SPAIN** 17 - 19 NOV MADRID intertextspain.com

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising - Billboards Publicidade - Outdoors



Several billboards and advertising panels, both fixed and rotating, distributed throughout various parts of the country, mainly in industrial areas, were used to promote ITF Intertext Portugal during the weeks leading up to the fair.

Vários outdoors e painéis publicitários, fixos e rotativos, distribuídos em diversas partes do país, principalmente nas zonas industriais, foram utilizados na promoção da ITF Intertext Portugal durante várias semanas anteriores à feira.



PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Advertising – Advertising Banners Publicidade – Faixas Publicitárias

Hundreds of advertising banners were placed in strategic, high-traffic areas in cities and industrial zones related to the sector.

Centenas de faixas publicitárias foram colocadas em pontos estratégicos de grande passagem, nas em cidades e zonas industriais relacionadas com o setor.



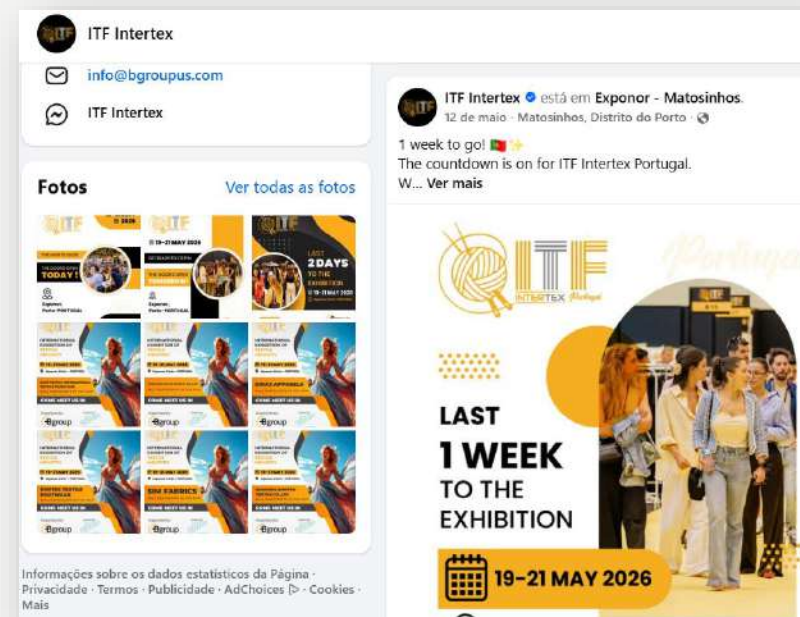
PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Advertising – Social Media Publicidade – Redes Sociais



Several campaigns were carried out on various social media platforms – Facebook, LinkedIn, Instagram – in multiple languages and across various countries, targeting specific profiles with defined characteristics, in order to attract interest and capture exhibitors and visitors.

Várias campanhas foram realizadas em diversas redes sociais – Facebook, LinkedIn, Instagram, em vários idiomas e em diversos países, direcionadas a perfis específicos com características definidas, para atrair o interesse e captar expositores e visitantes.





PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Newsletters

Newsletters

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Newsletters Newsletters

Regular newsletters were sent to thousands of professional contacts worldwide.

Newsletters regulares foram enviadas a milhares de contactos de profissionais de todo o mundo.



Tomorrow We Open: ITF Intertext Portugal 2026

The wait is over — tomorrow we officially open the doors of ITF Intertext Portugal 2026 at Exponor, Porto.

Over the next 3 days, the textile industry will come together with international exhibitors, new collections, sourcing opportunities, and valuable business connections under one roof.

Bringing together textile manufacturers and professional visitors from over 25 countries, ITF Intertext Portugal continues to stand out as a key international hub for sourcing, trends, and collaboration. Proudly supported by ANIVEC/APIV, this is your opportunity to:

- Discover cutting-edge textile innovations and sustainable solutions
- Build valuable international connections
- Unlock new business opportunities across Europe and beyond

GET YOUR FREE VISITOR PASS



ITF Intertext Portugal abriu portas hoje

A ITF Intertext Portugal abriu hoje portas com a participação de cerca de 150 empresas profissionais nacionais e estrangeiras que vão desde fabricantes de matéria-prima a produto acabado, acessórios, maquinaria e serviços associados à indústria.

Todo o setor estará representado nesta feira de referência que até dia 21 de maio juntará profissionais do setor, compradores e decisores da indústria têxtil nesta feira que é considerada um dos principais pontos de encontro do setor.



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News - Portugal

Notícias - Portugal

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



News – Portugal - TV Notícias – Portugal - TV

The television channel SIC produced a two-and-a-half-minute report from ITF Intertext Portugal addressing the problems facing the textile sector and interviewing several exhibiting companies, as well as César Araújo, president of ANIVEC, and Serhan Pul, director of the fair.

See the full news story [HERE](#)

O canal de televisão SIC fez uma reportagem de dois minutos e meio desde a ITF Intertext Portugal abordando a problemática do setor têxtil e entrevistando diversas empresas expositoras, assim como César Araújo presidente da ANIVEC e Serhan Pul diretor da feira.

Veja a notícia completa [AQUI](#)



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - Radio
Notícias – Portugal - Radio



TSF radio broadcast a three-and-a-half-minute report on ITF Intertext Portugal and the importance of this fair for the national textile sector, featuring an interview with César Araújo, president of ANIVEC.

Listen to the full report [HERE](#)

A radio TSF emitiu uma reportagem de três minutos e meio sobre a ITF Intertext Portugal e a importância desta feira para o setor têxtil nacional, com entrevista a César Araújo, presidente da ANIVEC.

Ouçã a notícia completa [AQUI](#)



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - Newspapers Notícias – Portugal - Jornais



The newspaper Diário de Notícias and the economic news portal Dinheiro Vivo Online interview César Araújo from ANIVEC, who refers to ITF Intertex Portugal as the international stage for fashion produced in Portugal, showcasing the sector's productive, technological, creative, and industrial capacity.

Visit [HERE](#) and [HERE](#)

O jornal Diário de Notícias e o portal de notícias económicas Dinheiro Vivo Online entrevistam César Araújo da ANIVEC que refere a ITF Intertex Portugal como o palco internacional da moda produzida em Portugal, mostrando a capacidade produtiva, tecnológica, criativa e industrial do setor.

Visite [AQUI](#) e [AQUI](#)



Guerra agrava entre 30 a 40% custos de produção da indústria de vestuário
ANIVEC alerta que empresas já sentem "redução de volumes, adiamento de decisões e uma pressão acrescida sobre preços e prazos". Este poderá ser um ano difícil para o setor.



As marcas estão menos reativas a contratar grandes encomendas para a próxima estação, diz César Araújo, presidente da ANIVEC. Foto: D.R.

Sónia Santos Pereira

Publicado a: 08 Maio 2026, 14:54

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - Newspapers
Notícias – Portugal - Jornais



The Jornal de Notícias newspaper, on May 14th, dedicates almost a full page to ITF Intertex Portugal and the importance of this fair in promoting "Made in Portugal" products among international buyers.

O Jornal de Notícias de dia 14 de maio dedica quase uma página à ITF Intertex Portugal e à afirmação desta feira na valorização do *Made in Portugal* junto de compradores internacionais.

CISION **Jornal de Notícias**

Meio: Imprensa País: Portugal Área: 395,85cm²

Âmbito: Economia, Negócios. Períod.: Ocasional Pág: 1

ID: 123028055 14-05-2025 | JN CLASSIFICADOS

ITF Intertex Portugal afirma-se cada vez mais pela valorização do made in Portugal junto de compradores internacionais

[O EVENTO REALIZA-SE DE 19 A 21 DE MAIO, NA EXPONOR]

A ITF Intertex Portugal 2026, Feira Internacional da Indústria Têxtil, continua a reforçar o posicionamento do made in Portugal junto de compradores internacionais. A edição deste ano já conta com 4.000 visitantes registados, mais 9,5% do que no mesmo período de 2025. Também a participação de empresas nacionais está a crescer de forma significativa, sendo neste momento já superior a meio centena, um aumento de mais de 80% face ao ano passado, com expectativa de duplicar. A área ocupada por estas empresas quadruplicou. O evento realiza-se de 19 a 21 de maio, na Exponor.

O certame afirma-se como uma das mais completas exposições europeias do setor, reunindo numa plataforma internacional fabricantes e compradores de áreas como moda, maquinaria, tecidos, têxteis-lar, couro, materiais alternativos, acessórios, acabamentos, impressão digital e matérias-primas. Na Intertex os líderes da indústria mostram as suas mais recentes inovações, coleções e tecnologias. O evento inclui ainda uma área dedicada a start-ups, reforçando a aposta na inovação e no futuro da indústria.

Com o apoio habitual da ANIVEC, a organização aposta novamente no Programa de Hosted Buyers, que já confirmou a presença de 400 compradores internacionais de diversos países, com o objetivo de gerar oportunidades de negócio para as empresas portuguesas. Cada expositor poderá ainda sugerir até três clientes estratégicos para integrar este grupo, aumentando a probabilidade de reuniões relevantes ao longo dos três dias.

Nesta quinta edição, prevê-se a participação de mais de 150 expositores e 280 marcas provenientes de 17 países, como Espanha, Itália, Egito, Turquia, Paquistão e Índia.

O evento será também palco de apresentação de novidades ao nível de fibras, tecidos, equipamentos mais eficientes e sustentáveis, bem como software de apoio à produção. Estas inovações serão apresentadas pelos expositores e pelo CITEVE, parceiro tecnológico da feira.

A programação inclui ainda Business Talks, desfiles de marcas nacionais e as palestras "Thinking Textile & Shoes", organizadas pelo Bgroup em parceria com a ANIVEC e o CITEVE.

A ITF INTERTEX realiza-se em simultâneo com a ITF INTERTEX Machinery onde serão apresentadas as novas soluções técnicas em maquinaria para a indústria têxtil uma aposta clara na inovação e no crescimento do setor.

Para mais informações e inscrições: <https://intertexpportugal.com/>; <https://intertexamachinery.com/portugal/>

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online

Notícias – Portugal - online



AICEP (Portuguese Agency for Investment and Foreign Trade) reporting on ITF Intertex Portugal and inserting the fair in the website's Agenda.

Visit [HERE](#)

AICEP noticia a ITF Intertex Portugal inserindo a feira na Agenda do site.

Visite [AQUI](#).

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



Forbes Portugal Online reports that Inditex, Mango, and H&M are looking for suppliers in Portugal at the largest edition of ITF Intertext ever, indicating the fair as the event that reinforces Portugal's role in the global fashion industry.

Visit [HERE](#)

A Forbes Portugal Online refere que Inditex, Mango e H&M procuram fornecedores em Portugal na maior edição de sempre da ITF Intertext, indicando a feira como o evento que reforça o papel de Portugal para a indústria global da moda.

Visite [AQUI](#)

Forbes PORTUGAL

Inditex, Mango e H&M procuram fornecedores em Portugal na maior edição de sempre da Intertext

Helei King/Getty Images

TOYOTA
NEW START

HABILITE-SE
A GANHAR A SUA
VIAGEM DE SONHO
ATÉ 4.000€

[Inscreva-se](#)

E APROVEITE OFERTA DE
2 MANUTENÇÕES EM

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



News – Portugal - online
Notícias – Portugal - online

Hipersuper (a business newspaper for professionals, a reference in the consumer goods, distribution, industry and retail sectors) highlights that ITF Intertex Portugal returns to Exponor with a focus on the internationalization of the textile industry.

Visit [HERE](#)

O Hipersuper (jornal de negócios para profissionais, referência nos setores do grande consumo, distribuição, indústria e retalho) destaca que a ITF Intertex Portugal regressa à Exponor com foco na internacionalização da indústria têxtil.

Visite [AQUI](#)

The screenshot shows the Hipersuper website interface. At the top, there is a search bar and the Hipersuper logo. Below the logo, there are navigation links for various categories: Alimentar, Bebidas, Novidades, Fecahlo, Logística, I&D, Exportação, ESG, and Branding. A banner for 'TAPIOCA GRANULADA NOVIDADE! CÍMARROM' is displayed, featuring several product packages. Below the banner, there is a photograph of the ITF Intertex Portugal booth at the Exponor trade fair, showing people interacting with the display. The article title is 'ITF Intertex Portugal regressa à Exponor com foco na internacionalização da indústria têxtil'. The article text mentions that the event, held on Wednesday at Exponor, doubled the number of Portuguese companies represented compared to the previous edition and assumed it as one of the largest international trade fairs in the textile industry. The date is 18.05.2026 and the source is Hipersuper. At the bottom, there are social media sharing options for Facebook, Whatsapp, and LinkedIn.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



On May 19th, the ECO Online portal (a digital economic newspaper that combines an innovative technological platform with independent journalism) highlighted ITF Intertex Portugal in its list of the 5 most important things of the day, stating that the textile and clothing sector would be gathered at Exponor.

Visit [HERE](#)

O portal ECO Online (jornal económico digital que junta uma plataforma tecnológica inovadora a um jornalismo independente) no dia 19 de maio destaca a ITF Intertex Portugal na lista das 5 coisas mais importantes do dia, dizendo que o setor do têxtil e vestuário vão estar reunidos na Exponor.

Visite [AQUI](#)

ECO
19 Maio 2025

5 coisas que vão marcar o dia

Prémio Norte-Sul do Conselho da Europa entregue na Assembleia da República. Setor do têxtil e vestuário reúne na Exponor. INE divulga os preços na produção industrial. Google anuncia novidades.

Últimas

1 American Express compra TheFork por 600 milhões de euros

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



E-konomista Online (a leading online publisher specifically focused on helping readers manage their daily lives and make decisions) mentions ITF Intertex Portugal as the largest textile fair returning to Porto.

Visit [HERE](#)

O E-konomista Online (publisher online de referência e especialmente orientado para ajudar os leitores na gestão da vida prática quotidiana e na tomada de decisões) refere a ITF Intertex Portugal como a maior feira têxtil que regressa ao Porto.

Visite [AQUI](#)

The screenshot shows the E-konomista website interface. At the top, there is a navigation bar with the logo 'EKONOMISTA' and the tagline 'CONTEUDO QUE DESCOMPLICA'. Below the navigation bar, there is a red header with various categories: HOME, FINANÇAS PESSOAIS, MOTORES, CARREIRA, CASA, LIFESTYLE, SOCIEDADE, TECNOLOGIA, NEGÓCIOS, and MUNDIAL 2026. The main content area features a large article titled 'Intertex Portugal 2026: a maior feira têxtil regressa ao Porto'. The article text reads: 'A Intertex Portugal 2026 decorre de 19 a 21 de maio na Exponor. Programa completo, palestrantes e como chegar ao pavilhão 6 no Porto.' To the right of the article, there is a sidebar with a featured image of a person sitting on a chair, with the headline 'Quanto custa uma cadeira elevatória?' and a sub-headline 'Oferta Rapida'. Below this, there is a 'Recomendamos' section with three articles: 'Calendário fiscal de junho para Trabalhadores Independentes: os prazos que não pode falhar', 'Vender uma casa herdada: impostos a pagar e os passos a não falhar', and '7 Precauções a ter ao apostar no Mundial 2026: guia de jogo responsável em Portugal'. At the bottom of the article, there is a large image of the Intertex Portugal 2026 exhibition hall, showing various booths and people.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



News – Portugal - online Notícias – Portugal - online

Portugal Têxtil Online (the main news portal about the textile, fashion and clothing industry in Portugal) reports on the participation of companies in ITF Intertext Portugal and also that the fair brings together the textile and clothing industry and international buyers.

Visit [HERE](#) and [HERE](#)

O Portugal Têxtil Online (principal portal de notícias sobre a indústria têxtil, moda e vestuário em Portugal) noticia a participação de empresas na ITF Intertext Portugal e também que a feira reúne ITV e compradores internacionais.

Visite [AQUI](#) e [AQUI](#)



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



Link to Leaders (an online newspaper that covers national and international news about startups, companies, and investments) indicates that from Louis Vuitton to Zara: Intertex puts Portugal on the radar of the biggest fashion brands.

Visit [HERE](#)

O Link to Leaders (jornal online que acompanha a atualidade nacional e internacional sobre Start-ups, Empresas e Investimentos) indica que da Louis Vuitton à Zara: Intertex coloca Portugal no radar das maiores marcas de moda

Visite [AQUI](#)

The screenshot shows the Link to Leaders website interface. At the top, the logo 'Link to Leaders' is displayed in blue. Below it is a navigation menu with categories: INÍCIO, NOTÍCIAS, NEGÓCIOS, INVESTIMENTOS, EMPRESAS E START-UPS, OPINIÃO, AGENDA, LINK+, and EMPREGO. The main content area features a news article with the headline 'Da Louis Vuitton à Zara: Intertex coloca Portugal no radar das maiores marcas de moda' and a sub-headline 'Intertex coloca Portugal no radar das maiores marcas de moda'. The article is dated '13 de Maio, 2025' and has '24 Shares'. Below the headline is a social media sharing bar with buttons for Facebook, Post, Pin, and a generic share button. The article image shows a group of people in a retail or exhibition setting. To the right of the main article is a sidebar titled 'INVESTIMENTOS' with several article teasers, each featuring a small profile picture and a title with a date.

Link to Leaders

INÍCIO NOTÍCIAS NEGÓCIOS INVESTIMENTOS EMPRESAS E START-UPS OPINIÃO AGENDA LINK+ EMPREGO

Início > Notícias

Da Louis Vuitton à Zara: Intertex coloca Portugal no radar das maiores marcas de moda

Link to Leaders | 13 de Maio, 2025

24 Shares

f Share X Post Pin < Share

INVESTIMENTOS

- Vender não é desistir**
8 de Junho, 2025
- A economia da incerteza persistente**
18 de Maio, 2025
- Navegando na exuberância do mercado de IA: um framework de investimento disciplinado que cria valor**
30 de Abril, 2025
- A economia da inteligência artificial: entre a promessa e o impacto real**
29 de Abril, 2025
- "Portugal tem projetos com ambição suficiente para atrair capital de grande escala"**
29 de Abril, 2025

Ao longo de três dias, a Intertex irá reunir, na Exponor, marcas de moda, fabricantes têxteis, empresas de maquinaria e automação, operadores logísticos, especialistas em inovação e delegações institucionais provenientes de mais de 100 países da Europa, Ásia, América e África.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



The online newspaper NM - Matosinhos Online highlights in its news about ITF Intertex Portugal that fashion giants and luxury brands are visiting the fair. Visit [HERE](#)

O jornal online NM - Matosinhos Online destaca na notícia da ITF Intertex Portugal que os gigantes da moda e marcas de luxo visitam a feira. Visite [AQUI](#)

The screenshot shows the website for NM NOTÍCIAS MATOSINHOS. The header includes the site name, navigation links for 'Score', 'Edições NM', 'Notícias', 'Locais a Visitar', 'Parcerias', and 'Contactos', along with social media icons for Facebook and Instagram, a search bar, and a language selector set to 'PT'. Below the header, there is a secondary navigation menu with categories like 'Todas as notícias', 'Saúde', 'Ensino', 'Desporto', 'Sociedade', 'Cultura', 'Política', and 'Mais'. The main content area features a news article with the title 'Gigantes da moda e marcas de luxo visitam Intertex' and a sub-headline: 'Responsáveis de compras de gigantes da moda e do retalho internacional como Grupo Inditex, Mango, H&M, Hugo Boss e QOOQER estão confirmados como visitantes da 6.ª edição da ITF Intertex Portugal, na Exponor.' Below the text is a photograph of a busy trade show floor with people browsing clothing racks.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



Leça da Palmeira Online (an independent news portal) reports that giants of the global fashion industry will be at Exponor and that Intertext Portugal returns between May 19 and 21 with international buyers, textile innovation, and world-renowned brands.

Visit [HERE](#)

O Leça da Palmeira Online (portal independente de notícias) refere que gigantes da moda mundial passam pela Exponor e que a Intertext Portugal regressa entre 19 e 21 de maio com compradores internacionais, inovação têxtil e marcas de referência mundial.

Visite [AQUI](#)

The screenshot displays the homepage of the Leça da Palmeira Online news portal. The main headline reads "Gigantes da moda mundial passam pela Exponor" with a date of 12/05/2026. Below the headline is a photograph of a busy fashion trade show floor. The website features a navigation menu with categories like Home, Notícias, Leça, Concelho, Grande Porto, Desporto, Úteis, Serviços, Agenda, and Eventos. On the right side, there are several promotional banners: one for FLUXU automation software, one for advertising with a megaphone, and one for a weekly chronicle by Miguel Correia. The Leça da Palmeira logo is visible in the bottom right corner of the page.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



The magazine Actualidad€ Economía Ibérica (a publication of the Portuguese-Spanish Chamber of Commerce and Industry, with 30,000 copies distributed in Portugal and Spain) has included ITF Intertex Portugal on its calendar of trade fairs to visit.

A revista Actualidad€ Economía Ibérica (revista da Câmara de Comércio e Indústria Luso-Espanhola, com 30.000 exemplares distribuídos em Portugal e Espanha) colocou a ITF Intertex Portugal no calendário de feiras a visitar.

EVENTOS EVENTOS

Calendário de feiras em Portugal e Espanha

Portugal

- **PORTUGAL SMART CITIES**
FIL - Lisboa
De 12 a 14 de maio
- **ECAR SHOW**
FIL-Lisboa
De 15 a 17 de maio
- **SS&O EUROPEAN SHARED SERVICES & OUTSOURCING WEEK 2026**
Centro de Congressos de Lisboa
De 18 a 22 de maio
- **INTERTEX PORTUGAL**
Exponor - Leça da Palmeira
De 19 a 21 de maio
- **AIRSPACE-WORLD**
FIL- Lisboa
De 26 a 28 de maio
- **SEGUREX**
FIL - Lisboa
De 20 a 22 de outubro
- **LOGIPACK**
FIL - Lisboa
De 27 a 29 de outubro
- **LISBOA GAMES WEEK**
FIL - Lisboa
De 19 a 22 de novembro
- **BTL**
FIL - Lisboa
De 3 a 7 de março de 2027
- **FUTURÁLIA**
FIL - Lisboa
De 17 a 20 de março de 2027

Espanha

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

News – Portugal - online
Notícias – Portugal - online



Modatex promotes the PARTNERSHIP program, created in collaboration between MODATEX, ANIVEC, and ITF Intertex Portugal, which fosters connections between MODATEX trainees and textile companies.

Modatex promove o programa PARTNERSHIP criado em colaboração entre o MODATEX, a ANIVEC e a ITF Intertex Portugal que promove a ligação entre os formandos do MODATEX e as empresas têxteis.

The screenshot shows the website interface for the 'PROGRAMA PARTNERSHIP'. The top navigation bar includes the 'mx' logo and menu items: MODATEX, FORMAÇÃO, CENTRO QUALIFICA, INTERNACIONAL, EMPRESAS, COMUNICAÇÃO, and CONTACTOS. The page title is 'PROGRAMA PARTNERSHIP' with the subtitle 'Projeto colaborativo do MODATEX com a INTERTEX Portugal'. The main text describes the program as a collaborative project between MODATEX and the Feira INTERTEX, aiming to connect trainees with textile companies for mutual benefit. It mentions that during the INTERTEX event, projects will be showcased and identified with their authors and collaborative companies. At the bottom, there are two links: '» Regulamento Programa Partnership' and '» Formulário de Inscrição'.



PROMOTION, ADVERTISEMENT & CLIPPING REPORT

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INVITEXPO
International B2B Event Agency

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EN FR RU AR

INTERTEX Portugal Textile Industry Exhibition

19 MAY 2026 / 21 MAY 2026

The 2026 edition will once again gather **industry leaders, innovative brands, and textile professionals** from around the world for three inspiring days of **business, innovation, and global networking** from May 19 to 21, 2026, at Exponor, Porto!

Bringing together **textile manufacturers from and professional visitors from more than 25 nations**, ITF InterTex Portugal remains a vibrant international hub for **sourcing, trends, and collaboration**.

Save the Date: 19-21 May 2026
Location: Exponor, Porto - Portugal

Save the date and join Portugal's leading platform for the global textile industry!

Visit Exhibition Become Exhibitor

19-21 MAY 2026
EXPONOR, PORTO - PORTUGAL

TRANSFER ENTRANCE

TRADEWHEEL.COM
Grow Businesses Globally

Product What are you looking for? Please search in English Search





Member's Area Messages Need Help

Premium Services Categories Buyers Suppliers Products Search Amazon Services Post RFP Login | Join Free

ITF InterTex Portugal 2026

19 - 21 May 2026
Matosinhos, Portugal

Request a Booth Visitor Registration

| | | | |
|---------------------------------|---|---|--|
| Date 19 - 21 May 2026 | Website https://intertextportugal.com/ | Event Organizer  B Group US | Related Events  Iberanime Porto Matosinhos, Portugal  International Exhibition of Textile Industry ITF Portugal 2026 Matosinhos, Portugal  ITF InterTex Machinery Portugal Matosinhos, Portugal |
|---------------------------------|---|---|--|

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

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Screenshot of the VES TEX website showing the event page for Intertex Portugal. The page includes the VES TEX logo, navigation menu, and event details.

« All Events

This event has passed.

Intertex Portugal

May 19 - May 21

International textile/apparel exhibition and chain actors (oriented to networking and European regional market. Aimed at companies looking for contacts in Portugal/Europe (medium-sized buyers, importers, agents), and want to explore opportunities.

[*home*](#)

Date: May 19-21, 2026

Venue: Exponor, Porto Portugal

Screenshot of the Textile World website showing the event page for ITF Intertex Portugal. The page includes the Textile World logo, navigation menu, and event details.

Textile World EXPO Production EVERYTHING IN ONE PLACE 10-12 September 2026 Mexico City

HOME NEWS DEPARTMENTS ISSUES DIGITAL ISSUES ASSOCIATIONS SHOW INFORMATION EVENTS CALENDAR

PHOTO GALLERIES SUBSCRIBE CONTACT

« All Events

This event has passed.

ITF Intertex Portugal

May 19 - May 21

ITF Intertex Portugal will take place at Exponor (International Exhibition Centre in Porto, Portugal) on 19-21 May 2026. The exhibition will mark its 6th edition with the official support from ANIVEC/APIV – Associação Nacional das Indústrias de Vestuário e Confecção. ITF Intertex Portugal brings together manufacturers and key industry players in one of the world's most dynamic textile markets.

The event offers a unique platform for global networking, innovation, and business opportunities by connecting textile and fashion professionals from around the world. The exhibition anticipates the participation of over 250 top-tier exhibitors and more than 5,000 industry professionals from 30+ countries. ITF Intertex Portugal is an unmissable international event that makes an impact on the global textile and fashion industries.

[+ GOOGLE CALENDAR](#) [+ I CAL EXPORT](#)

| Details | Organizer |
|--|------------|
| Start: May 19 | B Group US |
| End: May 21 | |
| Website: https://intertexportugal.com/ | |

FILO 66th EDITION
15 • 16
SEPTEMBER 2026
FIERA MILANO RHO

Tire Cord USA
Since 1887

Technical Center
The Technical Center

Breaking News:

Botanica Is Now Online, Featuring Filo66's Product Development Proposals
June 15, 2026

Applied Manufacturing Technologies And FANUC To Highlight Collaborative Mixed-Load Handling At Automate 2026
June 15, 2026

Teijin Frontier To Expand Production Capacity For OCTAIR™ Insulation Fiber At Matsuyama Plant
June 15, 2026

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Internacional Advertising and News Publicidade e Notícias Internacionais

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ITF INTERTEX PORTUGAL 2026

ITF Intertext Portugal connects international textile manufacturers and buyers, highlighting fabrics, materials, and fashion production technologies.

SPEAKERS

Textile industry leaders and Sustainable fashion innovators will present on material innovation and production trends.

TYPES OF ATTENDEES

Garment manufacturers, textile technologists, fashion buyers, sourcing managers, and export agents.


TYPES OF EXHIBITORS

- Textile mills
- Fabric and yarn suppliers
- Fashion manufacturers
- Dyeing and finishing technology providers
- Trade and sourcing platforms

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Exhibition Info



ITF INTERTEX PORTUGAL 2027

International Exhibition of Textile Industry

Date: 11 - 13 May 2027

Venue: Exponor, Porto, Portugal

Website: <https://intertextportugal.com>



Free Stand Design

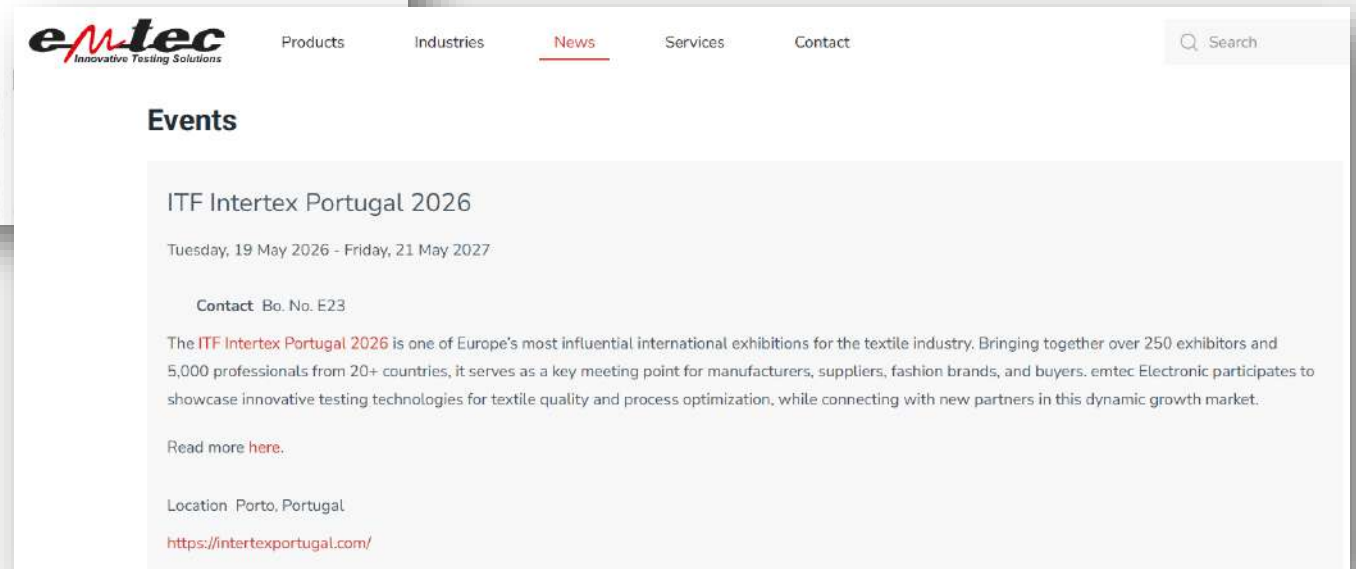
Quotation Request

ITF INTERTEX PORTUGAL: The unique platform where the textile world meets

ITF Intertext Portugal will take place at Exponor (International Exhibition Centre in Porto, Portugal) on 11-13 May 2027. The exhibition will mark its 7th edition with the official support from ANIVC/APIV – Associação Nacional das Indústrias de

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

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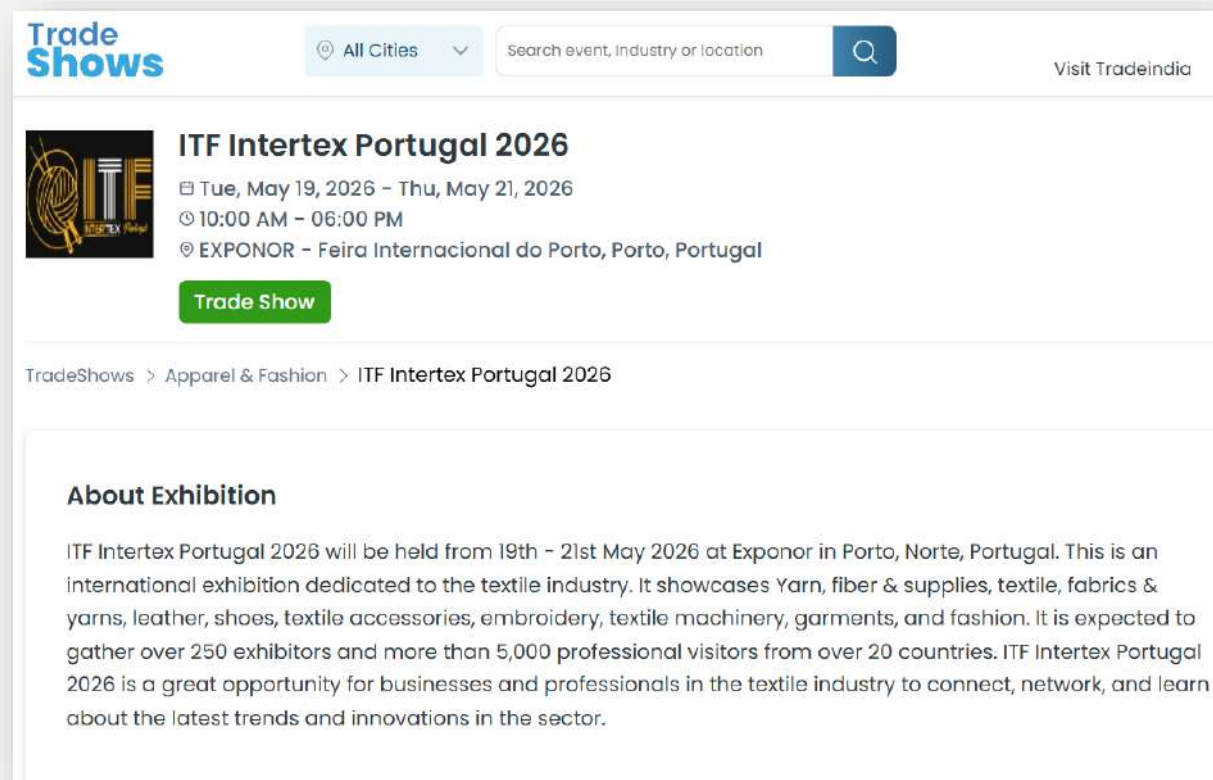


PROMOTION, ADVERTISEMENT & CLIPPING REPORT

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The screenshot shows the CBS trade shows Guide website. The main header includes the logo and a search bar. Below the header, there are navigation tabs for 'Exposições Mundiais', 'por Categoria', and 'Feira de Cantão'. The main content area features the event title 'Intertex Portugal - Exposição Internacional de Indústria Textil 2026' and a list of action buttons: 'Registre-se', 'Solicite Espaços Expositores', 'Alojamento', 'Comentários', and 'Sugerir uma edição'. The event dates are 'De Maio 19, 2026 até Maio 21, 2026' and the location is 'Santa Maria da Feira - Eurocarque - Cidade dos Eventos - Aveiro, Portugal'. The website URL is 'https://www.intertextportugal.com/'.



The screenshot shows the Trade Shows website. The main header includes the logo, a search bar, and a 'Visit TradeIndia' link. The main content area features the event title 'ITF Intertex Portugal 2026' and a list of details: 'Tue, May 19, 2026 - Thu, May 21, 2026', '10:00 AM - 06:00 PM', and 'EXPONOR - Feira Internacional do Porto, Porto, Portugal'. A green 'Trade Show' button is visible. The breadcrumb trail is 'TradeShows > Apparel & Fashion > ITF Intertex Portugal 2026'. The 'About Exhibition' section states: 'ITF Intertex Portugal 2026 will be held from 19th - 21st May 2026 at Exponor in Porto, Norte, Portugal. This is an international exhibition dedicated to the textile industry. It showcases Yarn, fiber & supplies, textile, fabrics & yarns, leather, shoes, textile accessories, embroidery, textile machinery, garments, and fashion. It is expected to gather over 250 exhibitors and more than 5,000 professional visitors from over 20 countries. ITF Intertex Portugal 2026 is a great opportunity for businesses and professionals in the textile industry to connect, network, and learn about the latest trends and innovations in the sector.'

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ITF INTERTEX PORTUGAL Leca da Palmeira

International Exhibition of the Textile Industry

ITF INTERTEX PORTUGAL represents the only international trade fair in Portugal specializing in textiles, home textiles, leather goods, and footwear. It takes place in the Exponor - International Exhibition Centre, known for its modern facilities and convenient location. The textile and leather industry centers in Portugal are mainly found in the Norte and Centro regions.

The city of Porto in the Norte region is particularly known for its textile industry, while the Centro region is famous for its leather and footwear industry. ITF INTERTEX PORTUGAL in Santa Maria da Feira highlights the region's significance as a central hub for textiles, leather, and shoes, establishing a direct connection to these industries. By showcasing companies and products from these sectors, the fair promotes visibility and recognition of the Portuguese textile and leather industry.

The event is organized by Bgroup, New York, an international company specializing in organizing trade fairs and exhibitions. Over the years, it has become an important meeting point for professionals from the textile, leather, and footwear industries. The main themes of the fair include textiles, home textiles, leather goods, and footwear. Exhibitors present a wide range of products and services in these areas, ranging from raw materials and materials to finished products and innovative technologies. ITF INTERTEX PORTUGAL significantly contributes to strengthening Portugal's position as

Fair location:
Exponor - Feira Internacional do Porto,
Avenida Doutor António Macedo,
4454515 Leca da Palmeira, Porto,
Portugal

Date:
Report new date of event

Trade Show Contact
Display e-mail address
intertextportugal.com

EVENTOZ Search events, venues, cities... Portugal Explore Hub Create Event Sign In

Home Events ITF - INTERTEX PORTUGAL 2026

exhibition In-Person

ITF - INTERTEX PORTUGAL 2026

18 May 2026 - 20 May 2026 Lisbon, Portugal In-Person English

Sign In to Register Save Share

1 / 2 View All Photos

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The image displays two overlapping website screenshots. The top screenshot is from the Globy platform, showing an event listing for 'International Exhibition of Textile Industry Portugal' (ITF Intertext Portugal 2024). The event is scheduled for May 19-21, 2026, in Porto, Portugal. The page includes a video player, a 'Book ticket' button, and category tags like 'Fashion', 'Apparel & Clothing', and 'Textiles & Fabrics'. The bottom screenshot is from the Vissual events website, featuring a detailed article about the ITF - INTERTEX PORTUGAL 2026 event. The article describes it as a key reference point for the textile and fashion industry in Portugal, highlighting opportunities for professionals to discover trends and collaborate. The website also shows contact information for Vissual events, including phone numbers and an email address, along with a 5.0 star rating from 20 reviews.

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Intertext Portugal 2024

8 Days | 18

International Exhibition of Textile Industry Portugal

Date
May 19, 2026 - May 21, 2026 (3 days) **Completed**

Venue
Exponor, Porto, Portugal

Fashion Apparel & Clothing Textiles & Fabrics

[Book ticket](#)

Globy does not organize this event. Please verify details directly with the organizer.

About

ITF Intertext Portugal: A Global Hub for the Textile and Fashion Industry
ITF Intertext Portugal stands as a unique and influential platform that brings together the world of textiles, fashion, leather goods, and footwear, offering an unmissable opportunity for industry professionals.

Vissual events

+34 931740653
+34 625 354 552

Hello@Vissualevents.Com
Descargar Brochure

ES

★★★★★ 5.0 | 20 Reviews

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ITF - INTERTEX PORTUGAL 2026 - Feria En Porto, Portugal

ITF - INTERTEX PORTUGAL 2026 es un punto de referencia esencial para los profesionales del ámbito textil y de la moda en Portugal. Los asistentes tendrán la oportunidad de descubrir las últimas tendencias en prendas de vestir, materiales innovadores como fibras y hilos, así como maquinaria de vanguardia que transforma el proceso productivo. Más allá de ello, se fomentará la conexión entre marcas y diseñadores, lo que facilitará el establecimiento de colaboraciones estratégicas y la exploración de nuevas oportunidades en un sector en constante evolución.

Sectores:

Tejidos - Textiles de ropa | Textiles - Telas para decoración | Máquinas de ropa | Moda, prendas de vestir | Cuero y piel | Subcontratación, proveedores y socios

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TEXTILES PANAMERICANOS

La selección del material importa para el mundo en que habitamos.

cotton

PÁGINA PRINCIPAL SECCIONES EDICIONES EDICIONES DIGITAL GALERÍAS DE FOTOS SUSCRIBETE AQUI CONTACTO



Textiles Panamericanos Artículos

Intertext Portugal

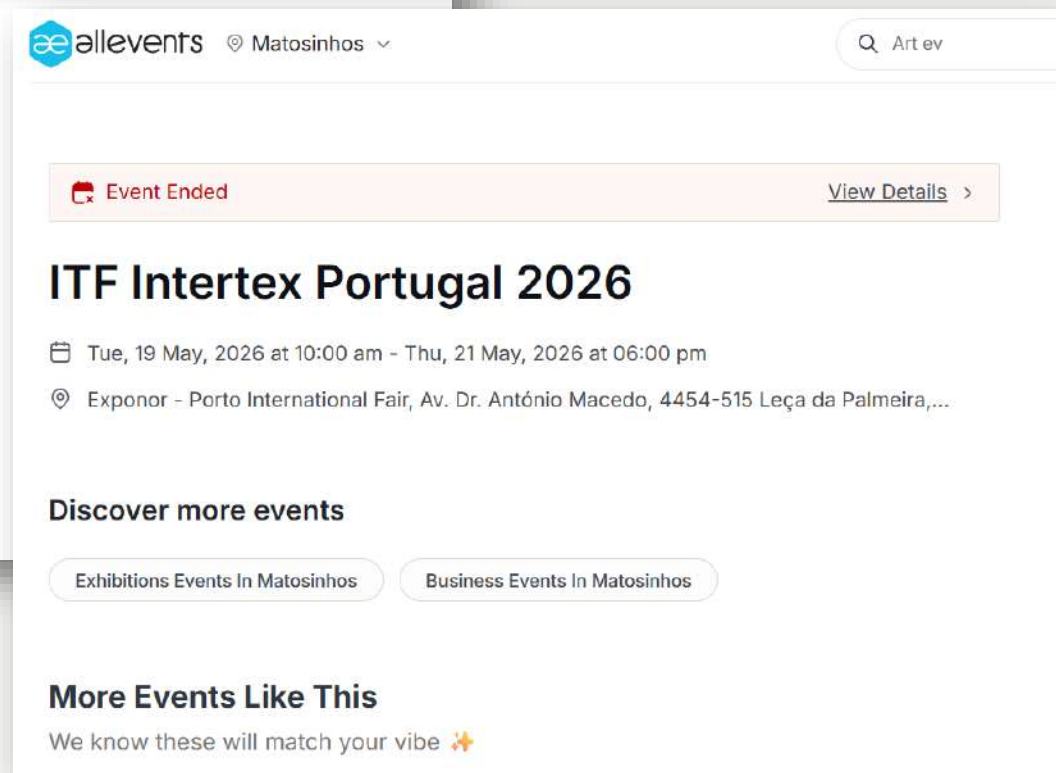
March 1, 2026



Profesionales de textiles y confección asistirán para conocer productos de marcas reconocidas.

Virgilio L. González, Ph.D., Corresponsal de TP

Intertext Portugal es feria líder y la única exhibición internacional textil relacionada con la industria textil de Portugal, de otros países de habla portuguesa, como Brasil, y otras naciones que buscan aprovechar oportunidades de mercado globalmente.



allevents Matosinhos

Art ev

Event Ended [View Details >](#)

ITF Intertext Portugal 2026

Tue, 19 May, 2026 at 10:00 am - Thu, 21 May, 2026 at 06:00 pm

Exponor - Porto International Fair, Av. Dr. António Macedo, 4454-515 Leça da Palmeira, ...

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PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Final Notes

Notas Finais

PROMOTION, ADVERTISEMENT & CLIPPING REPORT

Final Notes

Notas Finais

The media consulting firm did an excellent job this year. The media impact of the news disseminated across various media – television, radio, newspapers – achieved a total AAV of 319,477.14€, a very significant figure that proves the success of the implemented strategy.

It's not possible to clearly measure whether the substitution of media used had any impact on promotion, but it's certain that the use of banners distributed across various locations ultimately provides greater visibility and coverage than traditional billboards, in addition to being significantly cheaper.

Regarding television advertising, the cost-benefit ratio allows for continued investment in this medium in future editions, given its very large audience reach.

It is suggested that future editions focus on advertising in industry portals and magazines in Spain to attract visitors from that country, given the geographical proximity.

A empresa de comunicação fez este ano um trabalho excelente. O impacto mediático das notícias que foram divulgadas nos vários meios – televisão, rádio, jornais – obteve um AAV total de 319.477,14€, que é um valor bastante expressivo e que comprova que a estratégia implementada foi bem sucedida.

Não se consegue medir com clareza se a substituição dos meios utilizados teve algum impacto na promoção mas há a certeza que a utilização de faixas distribuídas por várias localidades acaba por ter mais visibilidade e cobertura que os tradicionais outdoors, para além do custo ser significativamente inferior.

Quanto à publicidade em televisão, a relação custo-benefício permite continuar a aposta neste meio em futuras edições, uma vez que o alcance de público é muito grande.

Sugere-se que nas próximas edições se aposte em fazer publicidade em portais e revistas do setor em Espanha, para atrair visitantes deste país, dada a proximidade geográfica.



2026

ITF

INTERTEX PORTUGAL

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