

Press Release +++ Emitex Simatex Confemaq
June 2 - 4, 2026

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Emitex, Simatex and Confemaq 2026 present "Perspectivas": a cycle to give the industry a voice

Buenos Aires, April 2026. – The great meeting of the textile and garment sector will be held from June 2 to 4 at La Rural Trade Center. Within this framework, the "Perspectivas" cycle will be developed, where prominent references will share knowledge, experiences and their vision on the current and future of the industry.

The 2026 edition of Emitex (International Trade Fair of Suppliers for the Garment Industry), Simatex (International Trade Fair of Textile Machinery) and Confemaq (International Trade Fair of Garment Machinery) will be the area in which "Perspectivas" will be held, a series of conferences organized around key thematic axes such as the **current situation of the industry, trends, sustainability, digital ecosystem and stories of entrepreneurs.**

Among the highlights of the cycle, **Claudio Drescher, president of the Argentine Chamber of Apparel and the Jazmín Chebar company**, will participate in the talk *"Industry: a strategic asset for our development"*, opening the debate on the **challenges and responses to the present of the sector.**

The **"Stories about entrepreneurship" axis** will bring together specific experiences such as those of the **Bullbenny brand**. In the panel *"Bullbenny: How to transform self-management into a cult brand"* its creators **Martín Otero** and **Francisco Gromada** will tell the secrets of their careers, the power of being authentic, the challenge of managing success as an SME and how they managed to make an independent brand set the agenda of urban fashion.

The entrepreneurial spirit will also be the premise of the talk *"From Mercedes: The story of a brand that grew"*, carried out by **Julieta Luchini** and **Justino Luchini**, co-founders of **Basta Providencia**, another company with a strong identity that was born in the interior and conquered the capital.

For its part, the **axis "Digital ecosystem: AI, marketing and new channels"** will include proposals such as those of the panel *"Anti-Marketing: building a brand with identity in a saturated market"*, where the designer and consultant in communication and brand strategy **Angie Chevallier** will share recommendations to consolidate emerging projects. In the talk *"Take your business to the next level with Tiendanube: e-commerce tools to boost your sales"*, **Celeste D'Andrea** will present the keys to making the most of e-commerce.

Following this theme, the panel *"Creativity + technology: artificial intelligence at the service of fashion"* will also be held, developed by the **digital marketing consultant** and university professor, **Nicolás Milone**. There will be addressed the possibilities of AI when it comes to optimizing processes, making better decisions and promoting

projects without losing the original essence. For her part, the creative and digital strategist, **Aldana Abadi**, will talk about *"What is working today on networks (and how to take advantage of it) with @fandelmarketing"*, a space to learn to read trends, connect with audiences and transform social networks into a true tool for visibility and sales.

In line with the axis "**Possible sustainability**", the talk *"Fashion with a purpose: the experience of Limay Denim"* will be presented, in which the **founder of the brand, Mercedes Krom**, will show concrete actions to generate a project with social, ecological and economic impact. In the same vein, in the panel *"Sustainability in fashion: how to bring it to the real business today"*, **the specialist in fashion retail strategy, Soledad Beltran Neiro**, will explain how to move from concept to practice in terms of sustainable development.

Within the axis "**Trends made in Argentina**" will take place the talk *"Consumer Trends 26/27"*, by the fashion consultant **Ash Matheu**. In turn, print as a strategic and differential language in design will be addressed in the panel: *"Print as a differential: how to develop and produce them in Argentina"*, by the **Creative Director of Guchi Scaglia Fashion Lab, Agustina Scaglia**, and the **textile designer, partner and head of the product area at Hype print-lab, Vicky Frogli**.

Meanwhile, the academic perspective will also be present through the **professor and Academic Undersecretary of FADU UBA, Silvia Barreto**, who will give the talk *"More than designing: how to build a role within the industry"*.

The **"Perspectivas"** cycle will take place during the three days of **Emitex, Simatex and Confemaq**, from **June 2 to 4 at La Rural Trade Center**. Participation is **free of charge**, with prior registration to the exhibition, and the quotas will be subject to the capacity of the room.

Emitex, Simatex and Confemaq are organized by **Messe Frankfurt Argentina and Revista Mundo Textil** and are part of **Texpertise**, an international network of more than 60 events specialized in the textile industry that connects innovation, trends and business in the sector at a global level.

To learn more about the event and the activities that will be carried out in parallel, go to the website: www.industriatextilexpo.com.ar

More information about the fair:

www.industriatextilexpo.com.ar

Social media:

<https://www.facebook.com/IndustriaTextilExpo>

<https://x.com/TextilExpo>

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More information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the local branch of Messe Frankfurt GmbH, the world's leading company in organizing professional exhibitions. Its events aim to facilitate real business encounters that stimulate regional markets, boost the domestic market, and promote the development of technological hubs in various industries. Messe Frankfurt Argentina's current event portfolio includes exhibitions such as Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition to its own exhibitions, the company organizes numerous congresses and special events for third parties, including Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia, and ExpoEFI, among others.

www.ar.messefrankfurt.com

More information on Messe Frankfurt Group

www.messefrankfurt.com/background-information



More information on Texpertise

Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

<https://texpertisenetwork.messefrankfurt.com/frankfurt/en/about.html>

More information on Mundo Textil

It is the only magazine specialized in suppliers of the Textile and Apparel Industry in Argentina. For over 20 years, it has effectively communicated within the sector. It has been involved in organizing industry exhibitions since its inception and plays an active role in the most representative textile industry institutions. In both digital and print formats, it reaches all Latin American countries and has more than 15,000 readers per edition.

<https://mundotextilmag.com.ar/>