

# Press

Texprocess Americas  
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## **Texprocess Americas Names The University of Georgia First Official Academic Partner for 2020 Edition**

The University of Georgia will serve as the Official Academic Partner for the upcoming edition of Texprocess Americas, returning to Atlanta May 12-14, 2020. The event is co-produced by SPESA, 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, and will once again be co-located with Techtextil North America.

The University of Georgia (UGA), located just over an hour outside of Atlanta in Athens, Georgia, is one of the top public universities in the United States, ranked #13 in the nation by U.S. News & World Report and #17 by Forbes.

UGA's College of Family and Consumer Sciences houses the Department of Textiles, Merchandising and Interiors, a partner in Advanced Functional Fabrics of America (AFFOA) and supported by the Georgia Softgoods Education Foundation Board. The program's Fashion Merchandising program is ranked #2 in the South, with emphases in Fashion Brand Management, Fashion Design, and Product Development and Design, which is specifically oriented to prepare students for careers in production and sourcing, and encompasses sewing and manufacturing, apparel supply chain, and entrepreneurship. The program's state-of-the-art labs enable students to learn digital design, pattern making, sewing, construction, and digital printing, and house equipment and technology from SPESA members like Juki, Brother, and Lectra.

“We have been involved with UGA’s College of Family and Consumer Sciences through the Georgia Softgoods Education Foundation Board for several years,” said Kristy Meade, Show Director, Technical Shows: Textiles, Sewn Products, Equipment and Technology at Messe Frankfurt North America. “...and after the successful relationship between Techtextil North America and North Carolina State University (NCSU) in 2019, it was clear that Texprocess Americas and UGA could utilize the same model to help in providing advanced industry exposure to the next generation of textile industry professionals, promoting a healthy future for the industry as whole,” said Meade.

The multi-faceted partnership will continue its mission in benefitting the university, the state of Georgia and the North American textile and sewn products industries by:

- Utilizing expertise from the university’s world-renowned faculty and staff to provide top of the line educational opportunities for all Texprocess Americas attendees
- Providing exhibiting and visiting companies with direct access to the latest research from the world’s leading materials programs
- Gaining exposure for the university’s undergraduate and graduate research programs and their industry contributions through special feature areas on the Texprocess Americas show floor
- Facilitating future careers and strategic partnerships through collaboration with the university’s administration
- Shining a spotlight on the high level of global innovation and industry development coming from all levels of the North American textile and sewn products industries

“The department of Textiles, Merchandising and Interiors focuses on the textile complex in education and training along with placement of students in industry positions within the textile and sewn product industry,” said Dr. Gajanan Bhat, TMI Department Head. “This partnership with Texprocess Americas 2020 is a natural fit for our program as a platform to exchange information between industry and academia,” Dr. Bhat said.

For more information on the upcoming edition of Texprocess Americas, May 12-14, 2020 in Atlanta, Georgia, please visit [www.texprocessamericas.com](http://www.texprocessamericas.com). And to explore the co-located event, Techtextil North America, please visit [www.techtextilna.com](http://www.techtextilna.com).

To learn more about the University of Georgia and their Textiles, Merchandising and Interiors program, visit <https://www.fcs.uga.edu/tmi>.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces nine shows within the United States, Canada and Mexico. In addition to Techtextil North America and Texprocess Americas, the North American portfolio of events includes Waste & Recycling Expo Canada, Home Textiles Sourcing Expo, Apparel Sourcing USA and Texworld USA, INA PAACE Automechanika Mexico City and NACE Automechanika.

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