INTER HOME **TUNISIA**

International Exhibition of **the Home Textile Industry**

21-23 OCT 2027

FOIRE INTERNATIONALE
DE SOUSSE TUNISIA

Supporter

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www.interhometunisia.com

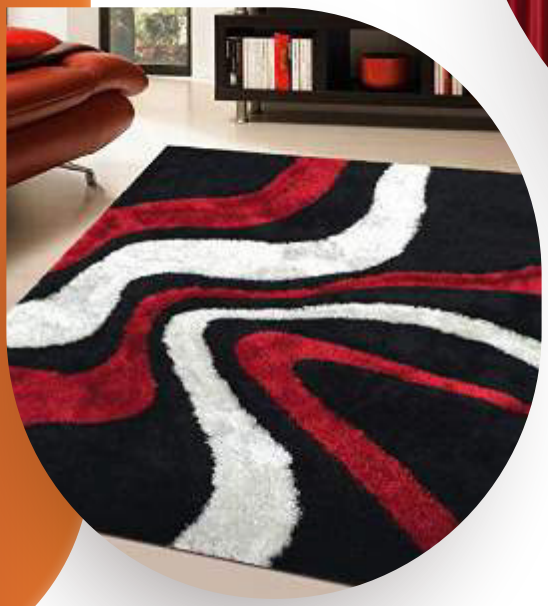
THE ULTIMATE GATEWAY TO THE MEDITERRANEAN & AFRICAN MARKETS

Interhome Tunisia,The 6th International Exhibition of the Home Textile Industry, will take place from October 21-23, 2027, in Sousse, Tunisia. As a premier global platform, Interhome Tunisia is designed to drive significant export value and sustainable sales growth for international participants.

By showcasing high-quality, innovative products, the exhibition connects domestic and international professionals in a dynamic business environment. With a strategic global network spanning the USA, Europe, and Africa, Interhome Tunisia attracts thousands of high-profile buyers and key decision-makers from across the globe.

250+ Exhibitors | **20+** Countries

6500+ Visitors | **45+** Countries



WHY SHOULD YOU EXHIBIT?

Unlock New Markets: Gain direct access to the rapidly growing Tunisian and North African home textile markets, reaching thousands of untapped potential customers.

Global Sales Growth: Meet with professional buyers and decision-makers from over 18 countries, enabling you to sign high-volume export contracts on-site.

Network with Key Players: Establish strategic partnerships with wholesalers, chain store owners, and trade delegations from the USA, Europe, and the Middle East.

Enhance Brand Visibility: Showcase your products alongside world-renowned brands and position your company as a trendsetter in the global textile industry.

Understand the Competition: Get a first-hand look at the latest industry trends, innovations, and competitor strategies to stay ahead in the market.

B2B Matchmaking: Benefit from specialized business-to-business networking opportunities designed to connect exhibitors with the right trade partners efficiently.

MARKET INSIGHTS

• Tunisia's textile sector is highly export-oriented; 80–90% of manufacturers produce for European markets, indicating stable external demand for home textile products.

• Geographic proximity to the EU enables fast delivery times, reduced inventory risk, and strong alignment with nearshoring strategies in home textiles.

• Home textile production in Tunisia is largely focused on private label and mid-market segments, presenting clear opportunities for brand development, design-driven products, and higher value-added production.

• Existing textile infrastructure (weaving, knitting, finishing) allows scalable home textile production with minimal additional investment.

• Although dependence on imported raw materials and semi-finished goods remains, this structure positions Tunisia as a highly integrated manufacturing hub within global supply chains.

• The growth of the global home textile market, combined with Europe's need to diversify its supply chains, strengthens Tunisia's position as a regional production and trading hub for home textiles.

EXHIBITOR PROFILE

Home Textile & Interior: Curtains, Tulles, Bed Linens, Blankets & Cushions.

Kitchen & Bath: Premium Kitchen Textiles, Bathroom Products & High-Quality Towels.

Flooring & Wall Covering: Machine-Made & Hand-Knotted Carpets, Rugs, Wall & Floor Coverings.

Upholstery & Decor: Furniture Fabrics, Upholstery & Solar-Protective Materials.

Design & Innovation: Design Studios, Trend Forecast Offices & Creative Agencies.

Technology & Logistics: Production Technology, Raw Materials, Textile Inputs & Service Providers.

Industry Support: Contractors, Trade Publications & Sectoral Organizations.

VISITOR PROFILE

Trade & Commerce: Importers, Exporters & Global Trading Houses.

Retail & Distribution: Store Owners, Chain Store Executives & Professional Purchasers.

Wholesale: Large-scale Wholesalers & Distribution Agents.

Creative & Professional: Interior Designers, Architects & Decorators.

Industry Representation: Sectoral Associations, Trade Unions & Government Representatives.

Media: International Press Representatives & Trade Journalists.

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