

2025

PROMOTION, ADVERTISEMENT & CLIPPING REPORT





PROMOTION, ADVERTISEMENT & CLIPPING REPORT

This is intended to be a summary of the promotion and advertising carried out before and during ITF Intertex Portugal, ITF Intertex Machinery Portugal and Interleather & Shoes Portugal 2025, which took place at Europarque, in Santa Maria da Feira - Portugal, from the 20th to the 22nd of May 2025.

Este pretende ser um resumo da promoção e publicidade efetuada antes e durante a realização da ITF Intertex Portugal, ITF Intertex Machinery Portugal e Interleather & Shoes Portugal 2025, que decorreu no Europarque, em Santa Maria da Feira - Portugal, de 20 a 22 de Maio de 2025.

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Promotion and Advertising Promoção e Publicidade

» direct reach

- through contacts made directly with companies, entrepreneurs and professionals in the sector, present in our databases
- through sectoral associations, with which partnerships were established
- through chambers of commerce

» de âmbito e alcance direto

- através de contactos feitos diretamente a empresas, empresários e profissionais do sector presentes nas nossas bases de dados
- através das associações sectoriais, com que foram efetuadas parcerias
- através das câmaras de comércio

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Promotion and Advertising Promoção e Publicidade

» general reach

- on billboards and mupis, fixed and rotating advertising, distributed in various parts of the country
- on social networks – facebook, instagram, linkedin

» de âmbito e alcance geral

- em outdoors e mupis, publicidade fixa e rotativa, distribuídos em vários pontos do país
- em redes sociais – facebook, instagram, linkedin

**FEIRA INTERNACIONAL
DA INDÚSTRIA DO TÊXTIL
E DO CALÇADO**

20-22 DE MAIO DE 2025

EUROPARQUE, SANTA MARIA DA FEIRA

EM SIMULTÂNEO COM

www.intertextportugal.com
intertextleather.com intertexmachinery.com

Organizado por: **Bgroup**

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Promotion and Advertising - Billboards Promoção e Publicidade - Outdoors



PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Promotion and Advertising - Billboards Promoção e Publicidade - Outdoors



PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Promotion and Advertising - Billboards Promoção e Publicidade - Outdoors



PROMOTION, ADVERTISEMENT & CLIPPING REPORT



TV Promotion
Promoção em TV



» Porto Canal Channel

Porto Canal's "Por Perto" program, reporting ITF Intertext, ITF Intertext Machinery and Interleather & Shoes Portugal live more than 13 minutes, on May 19th.
See the interview [HERE](#).

» Porto Canal

Programa "Por Perto" do Porto Canal, noticiando a ITF Intertext, ITF Intertext Machinery e Interleather & Shoes Portugal em direto durante mais de 13 minutos, no dia 19 de Maio.
Veja a entrevista [AQUI](#).

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



TV Promotion Promoção em TV



» Porto Canal Channel

“Por Perto” program on Porto Canal, with a broadcast on the 20th of May, first exhibition day.
Watch the program [HERE](#).

» Porto Canal

Programa “Por Perto” do Porto Canal, este em direto no dia 20 de Maio, primeiro dia do certame.
Veja a reportagem [AQUI](#).

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



Radio Promotion Promoção em Radio

» Rádios Comercial and TSF

A radio spot was shown at various times, in the days before the event. Play spot [HERE](#).

» Rádio Comercial e TSF

Um spot foi passado nestas emissoras em vários horários, nos dias anteriores à realização do certame.

Ouçã o spot [AQUI](#).



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Newspaper Promotion Promoção em Jornais

» Newspapers JN and Portugal Têxtil

JN created a reporting page about ITF Intertext, ITF Intertext Machinery and Interleather & Shoes Portugal. Jornal Têxtil promotes the event.

» Jornais JN e Portugal Têxtil

O JN fez uma página de reportagem sobre a ITF Intertext, ITF Intertext Machinery e Interleather & Shoes Portugal. Portugal Têxtil promove o evento



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News | Promotion Notícias | Promoção



» AICEP

AICEP (Portuguese Agency for Investment and Foreign Trade) reporting on ITF Intertex, ITF Intertex Machinery and Interleather & Shoes Portugal and inserting the fair in the website's Agenda. Visit [HERE](#).

» AICEP

AICEP noticiando a ITF Intertex, ITF Intertex Machinery e Interleather & Shoes Portugal inserindo a feira na Agenda do site. Visite [AQUI](#).

PROMOTION, ADVERTISEMENT & CLIPPING REPORT



On-line News | Promotion Notícias On-line | Promoção

The screenshot shows the ECO website with a green header. The main article is titled "Feira profissional atrai fornecedores do têxtil e calçado de 12 países ao Europarque". The author is Fátima Castro, dated 15 Maio 2025. The article text states: "A Intertex, que reúne 120 expositores provenientes de 12 países, arranca na próxima terça-feira no Europarque, em Santa Maria da Feira. Organização espera mais de 4.500 visitantes." To the right of the article is a "Últimas" (Latest) section with two items: "1 Azul entra em falência e pede recuperação judicial nos EUA" and "2 Português nomeado para o board de banco qatari na Suíça".

The screenshot shows the MDATEX website with a dark header. The main article is titled "MODATEX participa na Feira Intertex com projetos inovadores". The date is 31 mar. 2025. The article text states: "O MODATEX marcará presença na Feira Intertex, que decorre em maio, em Santa Maria da Feira, com dois projetos inovadores que reforçam a ligação entre a formação profissional e a indústria têxtil e vestuário. O 'Projeto Isto é' nasceu em 2024 de uma parceria estratégica entre o MODATEX, a ANIVEC e a BGroup, com o objetivo de estreitar a relação entre a formação profissional e a realidade da indústria têxtil e vestuário. Dada a sua relevância e impacto, a iniciativa continua em 2025, proporcionando a mais formandos uma experiência imersiva e alinhada com as exigências do setor. O MODATEX desempenha um papel central ao fazer a ligação entre os formandos a indústria, oferecendo-lhes uma experiência ajustada às necessidades reais do mercado. O programa visa estimular sinergias entre os diversos intervenientes, aproximando o contexto da formação as dinâmicas empresariais. Assim, os formandos têm a oportunidade de desenvolver e aprofundar conhecimentos e interesses junto das empresas, enquanto se valoriza o tecido empresarial do setor em Portugal."

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On-line News | Promotion Notícias On-line | Promoção



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ITF INTERTEX PORTUGAL 2025

The most comprehensive textile exhibition of Europe



Date: 20 - 22 May 2025

Venue: Europarque, Santa Maria da Feira, Portugal

Website: <https://intertextportugal.com>

ITF INTERTEX PORTUGAL:

The unique platform where the textile world meets ITF Intertex Portugal Exhibition will take place at Europarque, Portugal 2025 with official support from ANIVEC/APIV – Associação Nacional Industrias de Vestuario e Conffeccão.

ITF Intertex Portugal is one of the most influential and comprehensive international exhibitions covering all aspects of textile industry. The exhibition will be the hub for sector leading manufacturers and key players in one of the most dynamic markets for textile industry.

This global exhibition aims to build a strong bridge between textile and fashion manufacturers from all around the world and professional buyers.

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**APR 29 - MAY 1**
MIAMI BEACH

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Intertex Portugal – International Exhibition of the Textile Industry

May 20 - May 22

ITF Intertex Portugal Exhibition will take place at Europarque, Portugal 2025 with official support from ANIVEC/APIV – Associação Nacional Industrias de Vestuario e Confeccção. ITF

FF FIBRE2FASHION [Business](#) [Market Intelligence](#) [News](#) [Services](#) [More](#)



 Tue, May 20th, 2025 [\(Remind Me\)](#)

Intertex Portugal- 2025

Europarque – Santa Maria de Feira, Portugal

[Fair Location](#)

55

Days

09

Hours

03

Seconds

About The Fair

20th May, 2025 to 22nd May, 2025 at Europarque – Santa Maria de Feira, Portugal

Intertex Portugal 2025 gathers all the key figures involved in the dynamic field of textile from all over the world. Thousands of representatives of sectors of textile industry will be reunited between 20 – 22 May 2025. Marking their success in international arena, all the supply chain actors come together for unique export opportunities and for brand new network possibilities. Intertex Portugal, which includes all textile products and services, is a unique fair that should not be missed.

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On-line News | Promotion Notícias On-line | Promoção

The screenshot shows the 10times website interface. At the top, there's a search bar with the text "Topic, Event or Location" and icons for "Nearby" and "Filter". Below the search bar, the event "ITF Intertex Portugal 2025" is featured, dated "20 - 22 May 2025". It has a 4.0 rating from 5 reviews and is categorized as a "Trade Show". The location is "Europarque - Cidade dos Eventos, Santa Maria da Feira, Portugal". There are 340 followers listed. Below the event details, there are tabs for "About", "Feed", "Exhibitors", "Speakers", "Reviews", and "Deals". The "About" tab is selected, showing three images: a group of people in a meeting, a man in a suit, and two men looking at a document. The caption below the images reads: "Global meeting point of textile industry in Portugal".

The screenshot shows the Portugal Têxtil website. At the top, there's a banner for "portugal têxtil". Below the banner, there's a section for "PET fibre-to-fibre recycling" featuring an image of a recycling machine and the "PURE LOOP" logo. Below this, there are two news articles. The first article is titled "ITV nacional inova para reduzir, tratar e reutilizar água" and discusses the implementation of water-saving solutions by Adalberto and Tintex. The second article is titled "ITF Intertex recebe 30 empresas portuguesas" and discusses the event's record number of visitors and the program of conferences and desfiles. Both articles have a "Ler mais" button.

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On-line News | Promotion Notícias On-line | Promoção

EUROPARQUE

Home | O Europarque | Instalações | Serviços | Agenda | Inform



4ª Intertex Portugal reúne 12 países e mais de 120 expositores no Europarque

Bilhete Du Bumba na Fo
4ª Intertex mais de 120 e
Eventos q criar experiên visitantes
Malo no B de Eventos
Eventos C
O Espaço Ideal para Inspirar a sua Equipa

Arquivo

Mai 2025
Abril 2025

Globy Products What are you looking for?

EN Sign In Register

All sectors Sourcing solutions Logistics solutions Unclaimed Cargo Resources Become a supplier Join as logistician

ITF Intertex Portugal

Date
May 20, 2025 - May 22, 2025 (3 days) **Completed**

Venue
Europarque, Rua Interior do Europarque, 4520-153 Santa Maria da Feira, Portugal, Aveiro, Portugal

Fashion Apparel & Clothing Textiles & Fabrics

[Book ticket](#)

SHARE

[Facebook](#) [LinkedIn](#) [Twitter](#) [Email](#)

About
ITF Intertex Portugal: A Global Hub for the Textile and Fashion Industry

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EVENT PREVIEW / INTERTEX PORTUGAL INTERVIEW

Balancing Between Nearshoring and Regional Supply Chains with a Global Outlook

ITF Intertex Portugal, the country's leading textiles-apparel event, gets under way about two weeks from now. The country's textiles industry is much like its football ecosystem—not very big in size, but a force to reckon with, and just as vibrant. Managing Director **Serhan Pul** tells us what makes Portugal's textiles-apparel industry tick and how it is adapting to the changing times.

By SUBIR GHOSH 3 May 2025 5 minutos

TEXTILE[®]
VALUE CHAIN

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ITF Intertex Portugal

ITF Intertex Machinery Portugal 2025 – International Exhibition of Textile Machinery Industry

Date: 20-22 May 2025
Location: Europaque, Portugal

Join us at ITF Intertex Machinery Portugal 2025, a premier international exhibition dedicated to the textile machinery industry. This event will bring together industry leaders, manufacturers, and innovators to showcase cutting-edge textile technology, automation, and sustainable solutions.

- Explore the latest advancements in textile machinery
- Network with key players in the industry

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 allevvents in Santa Maria Da Feira + Create Event

ALL ENTERTAINMENT ART & THEATRE FOOD & DRINKS ADVENTURES

 Event Ended [View Details >](#)

ITF Intertex Portugal

 Tue, 20 May, 2025 at 10:00 am - Thu, 22 May, 2025 at 06:00 pm

 Europarque - Cidade dos Eventos, Europarque - Cidade dos Eventos, Santa Maria da Feira,...

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Intertex Portugal - Salão Internacional da Indústria Têxtil 2025

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 From May 20, 2025 until May 22, 2025

 At [Santa Maria da Feira - Europarque - Cidade dos Eventos, Aveiro, Portugal](#) - ([Mostrar mapa](#))

(Por favor, verifique as datas e local no site oficial abaixo antes de participar.)

 <https://www.intertexportugal.com/>

 Categorias: [Indústria da moda](#), [Indústria de roupas](#)

 Tags: [Têxteis](#), [Desfile de moda](#), [Roupas](#)



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On-line News | Promotion
Notícias On-line | Promoção

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ITF INTERTEX PORTUGAL 2025

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.

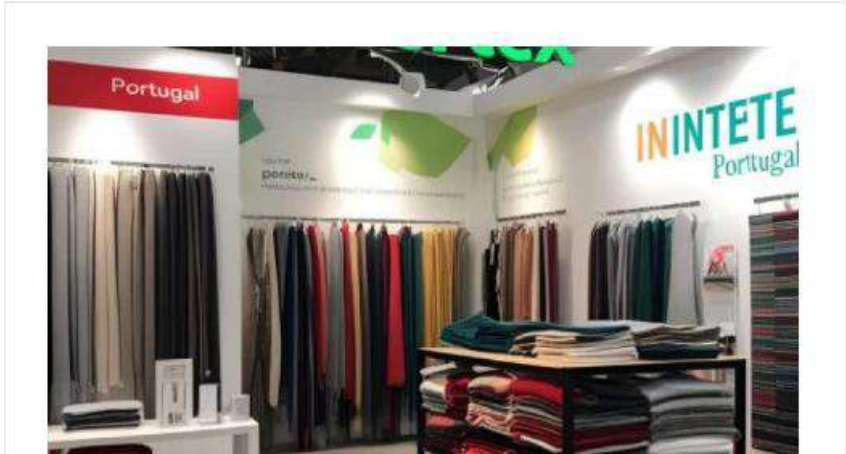
TYPES OF ATTENDEES

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

África Ásia-Pacífico Europa América latina Médio Oriente Portugal Cio



Intertext Portugal 2025



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 **AUMA**

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Intertext Portugal

International Exhibition of Textile Industry

[← Zum Messefinder](#)

**Termin**
20.05.-22.05.2025
Mai 2026
Turnus: jährlich
Gründungsjahr: 2019

**Messe-
gelände**

EUROPARQUE

Porto
Portugal

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ITF INTERTEX PORTUGAL Santa Maria da Feira

| 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 renowned exhibition and conference center, Europarque, located in Santa Maria da Feira, 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. Santa Maria da Feira, located in the Centro region, has a long tradition in the production of leather and shoes. 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 B Group US, an international company specializing in

Fair location:
Europarque,
Rua Interior do Europarque,
4520153 Santa Maria da Feira,
Aveiro, Portugal

Hotels
for trade fair date in Santa Maria da Feira





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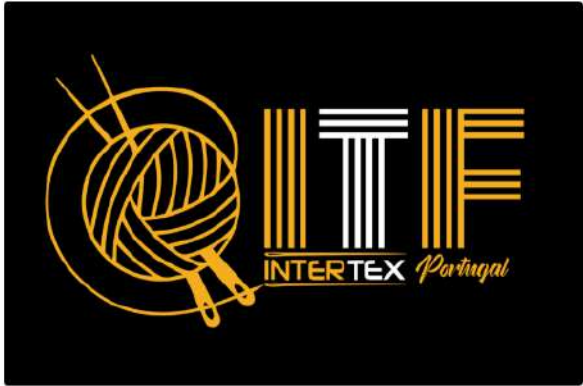
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UAACS

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Intertext Portugal 2025

Voltar às notícias Publicado em 2025-05-13



A ITF Intertext Portugal 2025 reúne milhares de profissionais do setor têxtil sob o mesmo teto maio 2025 no Europarque. Marcando o seu sucesso na arena internacional, as empresas líderes do setor reúnem-se para oportunidades únicas de exportação e para terem acesso a novas redes de contactos e de colaborações comerciais.

O programa de iniciativas que vão decorrer na ITF Intertext Portugal, de 20 a 22 de Maio, já foi anunciado.

Com uma abrangência de abrangência de abrangência, a programação apresenta-se muito rica nos temas refletidos nas palestras, mas também na que diz respeito às tallas e aos desfiles das empresas portuguesas que serão uma excelente oportunidade para a promoção do "Made in Portugal".

INVITEXPO International B2B Event Agency

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INTERTEX PORTUGAL Textile Industry Exhibition

20 MAY 2025 / 22 MAY 2025

Become Visitor Become Exhibitor

The most comprehensive textile exhibition of Europe

Intertext Portugal Exhibition will take place at Europarque, Portugal 2025 with official support from ANIVEC/APIV – Associação Nacional Industrias de Vestuário e Confecção. Intertext Portugal is one of the most influential and comprehensive international exhibitions covering all aspects of textile industry.

Save the Date: 20-22 MAY 2025
Location: Europarque - Santa Maria de Feira,, PORTO, PORTUGAL

Intertext Portugal serves as a hub for networking and building valuable business connections. Visitors can have the opportunity to meet with industry professionals, buyers, suppliers, and

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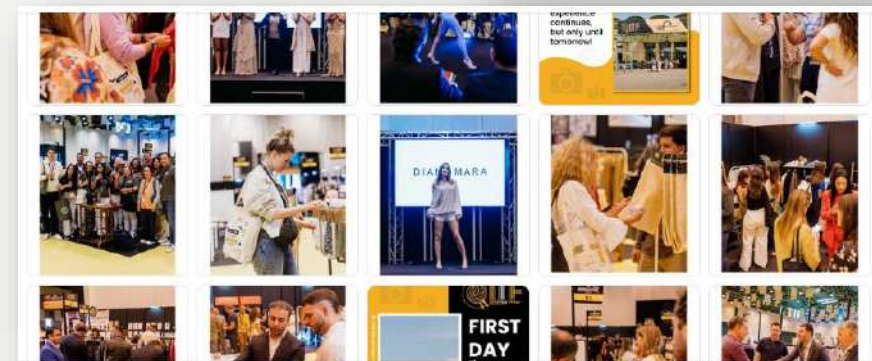
Social Media Promotion Promoção em Redes Sociais

» Social Media

Several campaigns were carried out on different social networks as Facebook, LinkedIn, Instagram, in several languages and in different countries.

» Redes Sociais

Várias campanhas foram realizadas em diversas redes sociais - facebook, linkedin, instagram, em vários idiomas e em diversos países.



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Newsletters Promotion Promoção através de Newsletters

» Newsletters

Regular newsletters were sent to thousands of professional contacts around the world.

» Newsletters

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



2025

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info@bgroupus.com

