

Fairs & Exhibitions

Fashion Access underlines strong market leader position

'Let's Go Summer 2009!' was the theme of the last Fashion Access recently held on the 2nd to 4th October 2008 at the Hong Kong & Exhibition Centre. A bi-annual event, Fashion Access is Asia's international trade fair for handbags, travelware, footwear, leather garments and fashion accessories.

Fashion Access attracted 95 first-timers amongst the more than 450 exhibitors from 32 countries and regions and over 5,000 buyers from 60 countries and regions. Exhibitors displayed a wide range of trendy and quality fashion accessories for the forthcoming season. The expanded footwear section included national pavilions from Brazil and Italy while many Malaysian footwear companies, showing in Hong Kong for the first time, showcased their latest trendy footwear collections.

As usual, complimenting Fashion Access was the well-established 'Best of APLF Awards' which honours at the APLF Award Party. Additionally, informative seminars featuring distinguished speakers gave participants an opportunity to enrich their knowledge on the latest accessories and footwear fashion trends, branding and the hot topic of eco-textile - when is organic not organic?

In keeping with the changes in fashion with emphasis on the global concern with environmental friendly products, buyers were able to examine upcoming trends at the Fashion Trends Lounge and discover natural, recycled and handmade products in the Eco-Fashion Zone.

The next Fashion Access will be held from 31st March to 2nd April 2009 alongside the other APLF events, Materials, Machinery & Technology exhibition and Prime Source Forum, the annual meeting of the Global Apparel industry. This year will be the 25th Anniversary of this renowned international event.



Buyers can examine the upcoming trends at the Fashion Trends Lounge.



Chinese exhibition on hosiery, knitting, dyeing and finishing machinery

First launched in 2000, the 9th China (Yiwu) International Exhibition on Hosiery, Knitting, Dyeing and Finishing Machinery (Yiwu H&G 2008) will be staged in China Commodity City Meihu Exhibition Center, Yiwu City, Zhejiang Province, PR China from November 18-20, 2008.

Despite the economic crisis overwhelming the global market and textile industry in China, Yiwu H&G 2008 is still keeping up the exhibiting area to 9,000 sqm. Furthermore, 2nd China (Yiwu) International Exhibition on Narrow Fabric, Braiding & Garment Machinery and The 2nd China (Yiwu) International Exhibition on Knitting Yarns will be held concurrently.



Registration counter of the last Yiwu H&G exhibition Yiwu City, Zhejiang Province, PR China.

Attractions of a Brand Exhibition

Growing with the development of Chinese knitting industry, Yiwu H&G is regarded as an important event of Yiwu City, Zhejiang Province, PR China.

Throughout 8 years of development and advancement, the show stands out from exhibitions of its kind in China for its high degree of internationalization, professionalism, recognition from overseas buyers and trade visitors.

Exhibitors come from nine countries/regions, including Italy, Germany, Korea, Japan, Switzerland, Bangladesh, Hong Kong SAR, Taiwan Province and China.

Among them, 60% of the total exhibitors are overseas enterprises showcasing the latest and most cutting edge knitting machineries like conservation, high performance, high automation, broad applications in electronics technology and online testing control.



China International Trade Fair for Apparel Fabrics & Accessories

Intertextile Shanghai Apparel Fabrics 2008 attracted nearly 49,000 visitors from 82 countries. The show, at the Shanghai New International Expo Centre, ran 20 - 23 October with one day devoted to specially invited trade buyers. The show has earned its position as a major trade destination in Asia and the world, said Ms Wendy Wen, Director of Trade Fairs for Messe Frankfurt (HK) Ltd.

"The show continued the success Intertextile Shanghai has enjoyed for the past 14 years. Despite economic concerns around the world, trade buyers still choose to come to this fair one of the largest in the world for textiles to source fabrics and accessories and learn upcoming design trends. We are very pleased by the results."

Intertextile Shanghai Apparel Fabrics featured 115,000 sqm (43% more than 2007); 2,500 exhibitors; and many special features:

- ❖ Country and region pavilions from Germany, Japan, Korea, Italy, Pakistan, Portugal, Taiwan, Thailand and Turkey.
- ❖ Group pavilions from fibre makers Invista, Lenzing, Dow and Hyosung.
- ❖ An entire hall dedicated to accessories and a new lingerie zone.
- ❖ Trend forums, industry seminars, a textile designer area and style and trend forecasting agencies.
- ❖ Domestic halls organized by product end use.

In this economy, trade shows are more important than ever because they are the best way to source products directly. At the same time as Intertextile Shanghai Apparel, the fibre and yarn show Yarn Expo featured 55 suppliers in 3,000 sqm of trade space at the Shanghai International Convention Centre.

The next Intertextile Shanghai Apparel Fabrics show will be held 20 - 23 October 2009 at the Shanghai New International Expo Centre.

Intertextile Shanghai Apparel Fabrics is organized by Messe Frankfurt (HK) Ltd and The Sub-Council of Textile Industry, CCPIT-TEX and the China Information Textile Centre.

interstoff.

ASIA essential

Interstoff Asia Essential - The Home of Cutting-Edge Textiles

Interstoff Asia Essential Autumn, which ran 8 – 10 October, proved to be one of the premium sourcing destinations for eco-textiles, functional and fashionable fabrics in Asia. More than 6,200 garment manufacturers, top brands and retailers representatives and designers from 45 countries and regions visited the fair, looking for high-quality fabrics and the latest market information of eco-textile.

A total of 205 exhibitors participated at the fair, showing wide ranges of fashion and speciality fabrics, accessories and garments. Suppliers praised the quality of visitors. "The result is beyond our expectation. We received many enquires and sample orders for high quality wools from buyers including famous designer labels in Hong Kong and Mainland China," said Mr Takao Hayami with Chikuma & Co., Ltd., agent of JB (Joint Bishu) Brand.

"Visitors here are expected to buy medium-to-high-range products. We are happy to see customers and local buying offices, which represent European brands," said Mr Eddy Bauder, Project Manager for Union Knopf (HK) Ltd, a high-end buttons producer from Germany.

Buyers attending the show include: Abercrombie & Fitch, Addidas, Ann Taylor, BCBG Maxaria Group, Benetton, Burberry, Camieu, Christian Dior, Crocs, Diesel, DMK Asia, Esprit, Evisu, Gap, Hanes, Hugo Boss, JC Penny, Laura Ashley, Levi Strauss, Liz Claiborne, Loewe, Macy, Marks & Spencer, New Balance, Nike, Philips-Van Heusen, Polo Ralph Lauren, Quicksilver, Reiss, Shanghai Tang, Tesco, Victoria's Secret, Wacoal, Wal-mart, Warnaco, and more. "The textiles are good and the qualities of the exhibitors are high," said Ms Morgan Markes, a proprietor of Morgan Markes Clothing who visit each year to this fair from Australia.

Both exhibitors and visitors were delighted with the fair's continued focus on environmental sustainability. "We only attend one trade fair in Asia per year and we chose Interstoff Asia Essential because it has a clear focus on eco-textiles that matches with our product profile," said Mr Albert Pu with Taiwan textile manufacturer Handseltex. "This fair is a good source for trends for organic cotton, recycled products, yarns and fibres," said Mr David Miller with CloverTex, a member of the

delegation organized by Cotton Council International.

To provide participants with the latest information of eco-certifications, the first 'eco-textile labeling guide' booklet was published at this Autumn fair. "The new eco-labeling guide is a good step forward to clear-up confusion in the textile and garment industry," said Mr Hong Lee, Manager for Control Union Certifications, Hong Kong. "Interstoff Asia Essential is still the only platform in Asia to promote eco-textiles," he added.

In addition to a huge product range on offer, the special display area and a series of seminars relevant to eco-textiles were also important sources of new market information for buyers. "I have especially enjoyed the seminars at this year's Interstoff Asia.

In fact, I have been here for each seminar as the topics are relevant and the speakers are informative and inspiring. I will definitely return next year to attend the seminar programmed," said Mr Erika Riva with Esquel Enterprises Limited, member of Esquel Group.

Another attraction is the **Designers Gallery**, displaying award-winning fabrics by six talented textile designers who won the Texprint competition held in the UK. "This opportunity has been eye-opening for our winners of Texprint. They have made many contacts with several brands in the market, including Benetton, Diesel and House of Fraser," said Ms Joanna Bowring of Texprint, a UK charity event to honour innovation fabric design sponsored by industry heavyweights: Burberry, Diane von Furstenburg, Indigo, Jaeger, Marks and Spencer, among many more. "It has certainly given us the chance to get much closer to the production aspect of this industry and we would love to return to next year's event," Ms Bowring continued.

Tradeshows, an effective promotion channel to weather the economic turmoil

Facing the downturn of the global economy and the US financial crises, many exhibitors consider tradeshows as an essential platform to find new customers, and Interstoff Asia Essential is an effective platform for suppliers to find quality buyers. Exhibitions are one of the best promotional channels to find new customers, especially under an economic recession.

The next edition of the show will be held from 18 to 20 March 2009 in the Hong Kong Convention & Exhibition Centre. For more information about Interstoff Asia Essential Spring 2009, see www.interstoff-asia.com or email textile@hongkong.messefrankfurt.com.



Textile Asia 2009

The international marketing team of Ecommerce Gateway Pakistan (Pvt.) Limited visited the recent ITMA ASIA + CITME 2008 at Shanghai in China for the promotion of their upcoming Textile Asia 2009 exhibition in Pakistan.

Mr. Sohail Aziz, Executive Director and Mr. Mujib R. Siddiqui, GM Sales & Marketing visited ITMA ASIA + CITME 2008 to carry out the marketing & promotional activities of UFI Approved International Event Textile Asia 2009, the official event of Ministry of Textile Industry (Govt. of Pakistan) which will be held from 5 – 8 April 2008 at Karachi Expo Centre.

According to a press release by Textile Asia Secretariat, their visit proved to be very successful as they had quite fruitful and positive meetings with all the Textile Machinery Association of CEMATEX. The team also visited various Swiss, German and Chinese companies and received positive response for the upcoming show in Pakistan.

According to Mr. Mujib R. Siddiqui, "By the Grace of God, 49% booking of the event has almost been completed and the remaining space is being booked as our exhibitors see an economic recovery by the beginning of 2009"

There in Shanghai, an agreement has also been signed between Ecommerce Gateway and Shanghai Texindex Expo Co. Ltd., China, according to which Texindex Company is the Exclusive Agent in China for Textile Asia 2009 Exhibition and they will extend their efforts for the promotion and marketing of the event in China. The brochures of Textile Asia 2009 Int'l Event were published in Chinese Language by Texindex to distribute among the Chinese companies.



Ornella Strada from ACIMIT Textile Machinery Association of Italy with Sohail Aziz and Mr. Mujib R. Siddiqui from Pakistan.

International Symposium on Geotextiles in India

The International Symposium on Geotextiles in India organized by BCH held on 17th October 2008 at Mumbai (India) brought together eminent players of the industry including suppliers of geosynthetic products, machinery and raw materials.

Many companies from India and abroad as well as officials from the Government and contractors as well as consultants involved in designing and laying down specifications for various infrastructure related projects were present at the event.

The symposium was held in 4 sessions, first 3 focusing on different application areas of geotextiles including Roads & Highways, Dams & Rivers and Landfills & Railways and the last one on evolving trends in the industry. The sessions were packed till the end with fruitful networking happening during the breaks thus proving the vibrancy of this industry.

Mr. Samir Gupta, Managing Director, BCH during the opening presentation gave the market scenario for all application areas for geotextiles in India. Mr. P.K. Nanda of Intercontinental Consultants & Technocrats talked about the significance of geotextiles in roads & highways derived from his years of experience in this field which was further reinforced by Mr. M. Venkatraman of Garware Wall Ropes who threw light on some significant case studies based on the usage of geosynthetics in roads & highways. Mr. Klaus-Peter Wendt, LIBA Maschinenfabrik GmbH further threw light upon the manufacturing of warp knitted geotextiles and their applications. Mr. V. Bhawe, Central Water & Power Research Station through his experience in bank protection works presented on how geotextiles could be effectively used for protecting river banks and controlling erosion.

Dams & Canals being a significant area for geosynthetics, Mr. V. Subramanian, Carpi India Waterproofing Specialists

Private Limited presented on the topic 'Leakage treatment with PVC Geomembrane System on the Upstream of the Dam'.

The use of geosynthetics in constructing a landfill was stressed upon by



Brochures displayed at the symposium.



Mr. Arun Aggarwal, Ramky Enviro Engineers, on the use of geosynthetics for constructing effective landfills. Prof. B.V.S. Viswanadham, IIT Mumbai highlighted the use of geosynthetics in environment engineering through his presentation on the 'Potential of Geosynthetics in Environmental Infrastructure Applications'. Also Mr. Jimmy Thomas, Techfab, focused on 'Usage of Geosynthetics in Railway Applications'.

The concluding session of the symposium had presentations from Mr.U.K. Guru Vittal, Central Road Research Institute; Mr. P.K. Choudhary from IJIRA & Mr. V.K. Patil & Dr. A.N. Desai, Bombay Textile Research Association who brought forth few of the eminent case studies, application of jute geotextiles in mines and the importance of testing geotextiles respectively.

The event also had tabletop displays by participating companies who exhibited their brochures and offerings. Some of the names present at the symposium included companies like Reliance Industries Ltd., Terram Geosynthetics, DILO Group, government organizations such as Central Power & Water Department, along with reputed research organizations such as IIT, Mumbai, Bombay Textile Research Association & Indian Jute Industries' Research Association, to name a few.

Geotextiles are entering the Indian market in a huge way and seeing the potential for application in Indian Infrastructure, these innovative textiles will be the next big thing in building materials.

This symposium proved instrumental in identifying the keen interest of national as well as international players in exploring the Indian market as well as to recognize the needs & requirements of different segments forming a part of the geotextile industry.

BCH, organizers of the event promised to continue their efforts by organizing such events and made a special announcement about the next big event of the industry, The International conference on technical textiles and nonwovens, organized by IIT Delhi from November 11-13, 2008 which will have one of the region's most significant gatherings in the field of technical textiles and nonwovens.



Exponential progress for Dubai's re-export market

Motexha is the largest trade event in the Middle East for the Garments, Textiles, Leather and Fashion accessories sectors. It takes place in spring to cater to industry's 'buying cycle' and is considered as one of its kind in the region, offering business opportunities for manufacturers, traders and suppliers in the apparel and garments industry.

Leading buyers and merchandiser from all over the region visit the event. The 2008 edition was visited by more than 3000 visitors coming from 73 countries.

The Dubai textile and clothing market is booming at the heart of a multi-billion US dollar consumer sector that includes the Arab world, Russia, Eastern Europe, Africa and the Indian subcontinent. Dubai's export and re-export capabilities have allowed a 58% growth in the total trade of 2008.

Dubai is connecting both the Eastern and Western markets and acting as an entry port to the entire Middle East. To offer the best products from all over the world, the Dubai textile and garment industry relies largely on imported raw materials. Import of textiles from Japan grew by 18% in 2007 to US\$ 185 million and the UAE has emerged as the 4th largest importer of Indian handicraft items.

Exhibit at INTIMA - latest feature at Motexha

After the successful launch of PURE Brands feature at Motexha 5 years ago, the event in 2009 will introduce a brand-new lingerie & swimwear feature called INTIMA. The world's leading lingerie & swimwear brands for the Middle Eastern markets will be displayed and a number of leading lingerie & swimwear companies have already confirmed their participation for the event. The retail industry across the Middle East is projected to exceed US\$ 500 billion by 2010. UAE and Saudi Arabia are the world's top importers of lingerie with these two countries accounting for 77% of the Europe's total lingerie brand exports to the Gulf followed by Kuwait at 16%. With a wealthy, young and growing population, the annual growth in the fashion retail in the Arabian Gulf is estimated at 12.7%. The demand for the lingerie and swimwear products is set to grow on the back of rising consumer spending, surge in the number of tourists and 145% growth in retail space. ♦