

Fairs & Exhibitions

intertextile
GUANGZHOU, CHINA

Intertextile Guangzhou Hometextile China was a big success

The 2009 edition of Intertextile Guangzhou Hometextile China attracted 16,451 visitors from 123 countries and regions. The show took place over four days from 18 – 21 March at the China Import and Export Fair Pazhou Complex. Covering 20,000 sqm, the 152 exhibitors from China, Korea, Pakistan, Germany, Switzerland and the UK had the unparalleled opportunity to showcase their latest product lines, technological innovations and designs to a bevy of top local and international buyers.

"The objective of benchmarking Intertextile Guangzhou Hometextile China as an important home textiles trading platform in Southern China was realized. Consequent synergy effects from participating under the umbrella of the 23rd China International Furniture Fair sealed the success of the show. Exhibitors and visitors for various reasons were delighted with Intertextile Guangzhou Hometextile China and already many have promised their return next year," said Ms. Wendy Wen, Director of Trade Fairs for Messe Frankfurt (HK) Ltd.

Positive feedback from exhibitors and visitors reaffirms the show's important position in Southern China

The downturn in the global economy did little to dampen the trading atmosphere of Intertextile Guangzhou Hometextile China. Mr. Teddy Zhang, Foreign Trade Department representative, Hangzhou Yuhang Zhinong Cotton Co Ltd, observed. "Irrespective of the current economic climate, business locally and internationally was good. We obtained many new contacts and leads that far exceeded our expectations. The synergy effect generated by the furniture fair ensured good visitor flow."

Mr. Zhang Yinhu, Assistant General Manager, Zhejiang Noah Textile Co Ltd

was equally pleased, "We got more visitors and enquiries than last year. I believe in view of the prevailing credit crunch, local and overseas sofa manufacturers tend to invest more in developing new and better product ranges. As a supplier of high-end sofa materials, we received a lot of interest in our goods. We will definitely be returning next year."

The robustness of the domestic home textile market was an eye opening experience for Mr. Irfan Ahmed, Chief Executive Officer of **Indus Home Limited**, who said, "our initial aim in participating in this show was to gain a foothold in the home textiles markets of South East Asia. However, after meeting with a number of key retail and industry buyers from Mainland China, we realized that we had underestimated domestic demand for top quality towelling products. The connections made during our time at Intertextile Guangzhou Hometextile China will prove beneficial in building up our brand recognition as well as our distribution channels in the country."

Indus Home Limited based in Lahore is joint venture between WestPoint Home (USA) and Indus Dyeing for Towel Production in Pakistan.

Feedback from visitors also proves Intertextile Guangzhou Hometextile China continues to grow in strength and popularity. According to Ms. Oxana Dyakovich of Decorelle Design and Interior Studio, Intertextile Guangzhou Hometextile China is an excellent sourcing platform. "The selection of quality fabrics at competitive prices is exceptional, allowing us to pass these savings directly to our customers back home in Siberia," she said.

Praising the increased professionalism of Intertextile Guangzhou Hometextile China, Mr. Wang Yong Yao, Head of Yi Tian Tang stated, "I have been visiting the furniture fair for 12 years, and this year, the home textile show was much more focussed and trade oriented than ever before. During my time at the show, I have gained a better insight into the domestic home textile market and viewed the latest trends in upholstery. I am now planning on expanding my business to include manufacturing and will return as an exhibitor next year."



Pleased with the quality and diversity of products at Intertextile Guangzhou Hometextile China was Ms. Diane Anderson of Pure Sleep, who said, "This is the first time I have attended this show and was very pleased to see so many different top-notch products on display. Everyone has been incredibly friendly and helpful. I will definitely be back next year."

Industry trends symposium hugely successful, highlighting growing demand in Mainland China for design

The industry trends symposium held at Intertextile Guangzhou Hometextile China proved to be one of the major highlights of this year's show. As the world's largest manufacturer of home textile products, demand is growing quickly in Mainland China for design, which is reflected in the increase of design houses gaining prominence in this sector. Consequently, the symposium attracted a large audience, who were keen to learn more about the major home and interior design trends predicted to dominate the markets in 2010.

Mr. Kevin Lewis Managing Director of Lewis Design Consultancy Ltd presented four major home and interior trends at the symposium. The in-depth question and answer session that followed expanded on a number of pertinent issues relating to licensing and distribution channels. When asked about the company's participation at Intertextile Guangzhou Hometextile China, Mr. Kevin Lewis added, "This show is steadily building its image and reputation as a significant destination not only for domestic but also international trade."

The next edition of Intertextile Guangzhou Hometextile China will run from 18 – 21 March 2010 at the China Import and Export Fair Pazhou Complex, Guangzhou, China. Intertextile Guangzhou Hometextile China is hosted by China Home Textile Association (CHTA), China Foreign Trade Guangzhou Exhibition Corporation, the Sub-Council of Textile Industry, CCPIT and Messe Frankfurt (HK) Ltd. ♦



heimtextil

'Expect the Unexpected' – Messe Frankfurt presents the Heimtextil Trends for 2009/2010

Under the motto 'Expect the Unexpected', Messe Frankfurt presented the Heimtextil Trends for 2009/2010 to almost 300 designers, product developers, manufacturers and journalists during the Decorate Life combined show in Frankfurt am Main. Rethinking and reinterpreting existing concepts and thus stumbling over the unexpected is one of the main ideas behind the six trend themes – 'Illusionist', 'Time Traveller', 'Fortune Teller', 'Alchemist', 'Witchcraft' and 'Enchanted' – which stand for the complexity of the world in general and the diversity of trends in particular.

The Trend Book also reflects the demand for ways off the beaten track, which, this year, has been conceived and designed by stijlinstituut Amsterdam – a member of the international Trend Table.



The Heimtextil 2009 Trend Book is being published for the first time in magazine format and, in addition to presenting the trend themes in the form of collages, illustrations and photographs of furnishing scenarios, designs and fabrics, also includes articles on design-related topics.

For the first time, a poster is enclosed with the book. By means of perforated colour cards, it briefly and concisely presents the trends in words and images. Thus, the cards will be ideal working aids for designers and product developers because they can tear off either strips with the entire range of colours or individual colours for use in their own collages. Another first: the colour cards are not only shown in Pantone colours but also using the Natural Color System (NCS), which is based on four elementary colours – yellow, green, red and blue – and is particularly popular among interior and decorators for both the private and contract sectors.

The concluding words of the Trend Book, "Saving the Planet is not a bad Idea" is personal concern of the members of the Trend Table. "This refers not only to an orientation towards production and the use of resources in the region but also to the use of traditional production methods and the recycling of materials as part of the life cycle", says Anne Marie Commandeur of stijlinstituut Amsterdam.



The result is new, exciting ideas and products – precisely, the unexpected.

New website with full details of the Heimtextil Trends

Detailed information about latest trends in the world of textile interior decoration is available on a new Heimtextil website. At www.heimtextil-trends.com users can now find all important details of the Heimtextil Trends, the Trend Table and an archive with the Heimtextil Trends since 1991.

The Heimtextil Trend Blog, which is being re-launched at Heimtextil following its debut last year, is also part of the new website. By clicking on 'Media Section', journalists can register and then, using their individual access code, download the current Trend Book or look through it online. Details of the six themes of the Heimtextil Trends for 2009/2010 can be found at: www.heimtextil-trends.com.

2009 China Textile Industry Summit

The global financial turmoil has an adverse impact to the entire world economy and to different industries. Being a traditional key industry of China's economy, the textile industry is inevitably affected. How can textile enterprises adjust its direction and strategy to cope with the global circumstances? How to capture the opportunities during the financial crisis? Against such a backdrop, the 2009 China Textile Industry Summit was held on June 11, 2009 at The International Conference Centre in Shanghai. Renowned and authoritative world business expert, Mr Long Yungtu, Secretary General of the Boao Forum for Asia (BFA), analyzed the international market situation, the impact of financial crisis on Chinese economy and the way out. Other speakers include leaders of National Textile and Apparel Council and a representative from the Shanghai government.

The Summit was held one day prior to the opening of the 14th International

Exhibition on Textile Industry which was on stage from June 12-15 at the New International Expo Centre in Pudong, Shanghai. Being the country's most established and own-branded textile industry exhibition, ShanghaiTex 2009 is supported by about 1000 exhibitors from 18 countries and regions, who received more than 100,000 local and overseas visitors. Riding on the influence of the exhibition, the summit was a focus in the industry and bring additional value to visitors' trips.

The summit's keynote speakers and the topics of their speeches are as follows:

1. Modern service industries and Shanghai, Shanghai City official.
2. The impact of financial crisis on Chinese economy and the way out, Mr Long Yungtu, Secretary General of the Boao Forum for Asia and world business expert.

3. The impact of financial crisis on China's textile and machinery industry and the industry's development trend, Leader of China National Textile and Apparel Council.

With the support of China National Textile and Apparel Council and Shanghai Textile Industry Association, "2009 China Textile Industry Summit" was sponsored by Shanghai Textile Holding (Group) Corporation, China Council for the Promotion of International Trade Shanghai Sub-council, China Chamber of International Commerce Shanghai Chamber of Commerce, and organized by Shanghai International Exhibition Co., Ltd., Shanghai Textile Technology Service & Exhibition Center and Adsale Exhibition Services Ltd.

For more information:
www.shanghaitexonline.com
<http://www.2456.com/shanghaitex>



ITMA ASIA + CITME 2010 exhibition attracts strong support despite economic challenges

Despite the current global economic woes, textile machinery makers remain confident about the long-term prospects of the textile industry in Asia, especially China. They have given the show owners of ITMA ASIA + CITME 2010 a vote of confidence by signing up for space in the second combined show.

Although application forms were only issued last month (the deadline for submission is September), show owners CEMATEX and its Chinese partners - the Sub-Council of Textile Industry, CCPIT (CCPIT-Text), China Textile Machinery Association (CTMA) and China International Exhibition Centre Group Corporation (CIEC) - have already received applications from all the key industry players, as well as strong support from various partners and industry associations.

Statistics released by the International Textile Manufacturers Federation (ITMF) last month painted a dismal picture of the textile machinery industry, with global textile machinery shipments declining substantially in 2008. However, on the brighter side, the vast majority of the shipments headed for Asia as textile makers in the region continue to invest in upgrading their production facilities to remain competitive.

The 2008 International Textile Machinery Shipment Statistics revealed that: Global shipments of short-staple spindles amounted to 8.6 million in 2008, and Asia absorbed 96% of these, ie 8.3 million. Investments in open-end rotors reached 195,650, with Asia being the main recipient, chalking up 73% of the total. For texturing machinery, shipments of single heater draw-texturing spindles (for polyamide filaments) totaled 5,230 in 2008, with 90% going to Asia.

Shipments of double heater draw-texturing spindles (for polyester filaments) reached 163,000, with 74% headed for Asia. For the weaving machinery segment, investments in shuttle-less looms amounted to 44,800 machines, of which 90% went to Asia. Circular knitting machine shipments reached 21,150, while electronic flat knitting machines totaled 20,300. Around 87% of the investments for each of the segments went to Asia.

Speaking at the ITMA ASIA + CITME 2010 press conference held at the Shanghai New International Expo Centre in Shanghai, Mr Edward Roberts, President of CEMATEX, stated: "These shipment statistics clearly demonstrate that Asia rep-



resents the best market opportunities for machinery makers, and we look forward to the support of major manufacturers in our second combined showcase.

"The success of the first-ever combined show which took place in Shanghai last year has shown that we have moved in the right direction to meet the needs of the industry by reducing the number of shows for machinery buyers and sellers alike, thus reducing their financial burden."

Also speaking at the press conference, Mr Gao Yong, President of the China Textile Machinery Association, said: "We are cautiously optimistic about the combined exhibition although there is a global decline for machinery demand. China's textile and textile machinery scene is still doing well vis-à-vis other markets.

"Green shoots of economic recovery are sprouting and we are heartened by encouraging news emerging from the textile sectors. The resurgence of China's textile industry is expected as early as next year, and textile and garment exports are projected to grow 8% annually to US\$240 billion by 2011."

In addition to support from CTMA and CEMATEX's European member associations, the show is also supported by other world textile machinery associations -

- ❖ Japan Textile Machinery Association (JTMA) - special partner association
- ❖ American Textile Machinery Association (ATMA)
- ❖ Korea Textile Machinery Association (KOTMA).
- ❖ Taiwan Association of Machinery Industry (TAMI).

The second combined ITMA ASIA + CITME exhibition will be held at the Shanghai New International Expo Centre from 22 to 26 June 2010. It is organized by Beijing Textile Machinery International Exhibition Co Ltd and co-organized by MP International Pte Ltd. For space application details, please visit www.itmaasia.com or www.citme.com.cn. ♦



Interstoff Asia Essential Autumn

One of Asia's best-known textile trade events, Interstoff Asia Essential Autumn, is confirmed to take place from 7 to 9 October 2009 at the Hong Kong Convention & Exhibition Centre. Now, more than ever, the fair's position as a niche event for cutting edge fabrics including functional and eco textiles is important in the face of strong trade competition. Set against the backdrop of economic uncertainty, designers and garment makers are turning their attention to unique and distinctive textiles that have been developed with sophisticated design and advanced technology.

Nearly 200 exhibitors are anticipated to take part in the autumn fair, with major brands already confirmed to participate including China based Mozartex Co Ltd showcasing Tencel woven fabrics; Taiwanese Everest Textile Co., Ltd, a Bluesign certified manufacturer displaying outdoor functional fabrics and Hong Kong based Wellen Textile featuring their latest fabric designs.

Hong Kong remains an ideal trade destination

Interstoff Asia Essential has developed into a specialized textile trade event that features a wide range of fashion, eco-friendly and functional fabrics.

The fair, situated ideally in Hong Kong - Asia's leading trade hub for garment sourcing, accounting for about 80% of the total Hong Kong textile exports - provides an exceptional business platform for both local and overseas textile manufacturers and merchandisers.

Eight out of ten textile exports from Hong Kong are in Asia. In order of export percentage these include China, Vietnam, Cambodia, Bangladesh, Indonesia, Sri Lanka, the US, Thailand, Philippines and Jordan.

Reaffirming the region's positioning as a important textile trade destination, the Hong Kong government's SME Export Funding will give local exhibitors the opportunity to receive a grant of up to 50% of the total approved expenditures upon successful application.

For further information, please visit the official Hong Kong SME Export Funding website at www.smefund.tid.gov.hk

For information: www.interstoff-asia.com
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Textile and sewn products industry week 2010

The U.S. Commercial Services unit of the Department of Commerce has selected the co-located ATME-I/MEGATEX 2010, SPESA EXPO 2010, and TECHTEXTIL NORTH AMERICA 2010 trade shows for participation in its coveted International Buyer Program. Exhibitors and attendees of the events will benefit from the opportunities to meet, network, and develop business partnerships with international buyers, sales representatives, and strategic partners.

Textile and Sewn Products Industry Week 2010; which features three independent exhibitions, ATME-I/MEGATEX 2010, SPESA EXPO 2010, and TECHTEXTIL NORTH AMERICA 2010; has been selected as one of only thirty-five 2010 trade events for the coveted U.S. Commercial Service's International Buyer Program (IBP). Exhibitors and attendees of the three co-located shows on May 18-20, 2010 at the Georgia World Congress Center in Atlanta, Georgia will benefit from the expanded opportunities that the IBP creates to meet, network, and develop relationships with international buyers, sales representatives, and strategic partners.

As the trade promotion arm of the U.S. Department of Commerce's International Trade Administration (ITA), the U.S. Commercial Service operates the IBP to help U.S. companies find new international business partners by recruiting more than 125,000 foreign buyers, representatives and distributors from all over the world to 35 U.S. trade shows per year.

In addition, to the expanded international attendance that the IBP will bring, exhibitors in the three Textile and Sewn Products Industry Week 2010 events will also benefit from promotion of their products and services through an Export Interest Directory; access to hundreds of current international industry-specific trade leads; and export counseling, marketing analysis, and matchmaking services.

"This valuable Department of Commerce Program will result in increased attendance from key countries around the world and create new business opportunities for both exhibitors and attendees," stated American Textile Machinery Association (ATMA) Chairman Jay White, Jr. "Anyone who is in the textile business in the Americas should recognize that this is a 'must-attend' event."

"We are honored to be selected for the International Buyers Program," noted SPESA Managing Director Dave Gardner. "The program will exponentially increase business opportunities for everyone at

SPESA EXPO through both increased international attendance and the valuable services offered by the U.S. Commercial Service."

"Being selected as the only textile industry event to receive the International Buyers Program certification confirms the value that is being created for exhibitors and attendees at the Textile and Sewn Products Industry Week tri-location of the leading industry shows," added David Audrain, President of Messe Frankfurt North America (organizer of TECHTEXTIL NORTH AMERICA).



Resounding success for Motexha 2009

The 32nd edition of Motexha 2009 was inaugurated by H.H. Sheikh Hasher Al Maktoum, Director General of Information Department on 7th April at Dubai International Exhibition Centre. Despite a major reduction in spending worldwide, Motexha 2009 welcomed over 3000 visitors from 59 countries to meet with more than 200 exhibitors. The event witnessed a 10% year-on-year increase in number of visitors.

The lingerie and swimwear zone

The inaugural Lingerie & Swimwear zone showcased products by more than 20 exhibitors from Canada, China, Hong Kong, Italy, Philippines, Poland, Taiwan, Thailand, UAE, USA and Vietnam. This latest feature at Motexha attracted good response from the industry, highlighting the significance of the lingerie and swimwear sector in the region. The 2010 event will return with an even larger participation by exhibitors and visitors from April 6 - 8 at the Dubai International Exhibition Centre.

Visitors at Motexha 2009

- ❖ 64% of the visitors rated the variety of the exhibitors from excellent to good.
- ❖ 72% of the visitors rated the quality of the exhibitors from excellent to good.
- ❖ 93% of the visitors intend to use the Motexha Exhibitors' Catalogue.
- ❖ 94% of the visitors intend to visit the 2010 Edition of Motexha.
- ❖ 45% of the visitors arranged to do business with at least one new supplier at the event.
- ❖ 77% of the visitors said that they found out about the show through event marketing and promotion.

The event was organized by The Institute for International Research (IIR) which is world's leading knowledge and skills transfer company with a global network of 44 companies and 109 operating

units. IIR Middle East runs over 500 business conferences, seminars and training sessions annually, and manages a portfolio of over 25 industry-led exhibitions.

Symposium: How to enter technical textiles markets ?

The fifth series of symposium offering practical help and advice to companies who wish to enter or develop their activities in technical and high-performance textiles markets will be held at Sheraton Grand Hotel and Spa, Edinburgh, Scotland, 15-16 October 2009. Textiles companies, whether still predominantly engaged in the traditional textiles sector or already active in technical textiles, are looking more and more at moving into higher-added-value products, where pressure on prices is less intense than in consumer markets.

It will be a unique opportunity to hear from international experts about the nature of, and prospects for, every technical textiles market. The presentations will focus on providing useful, practical information for senior managers who are responsible for maintaining and improving the profitability of their company. There will also be ample opportunity to gain answers to specific questions in the extensive workshops that will be integrated into the programme. The meeting will focus on market sectors by application and by geography. Speakers will give an analysis of the sectors alongside an overview of the latest developments within them and the effects these are having. Presentations will address how (and in which sectors) new technologies are making an impact. All application areas will be covered.

DAY ONE looks at the key issues for refocusing your company: how to educate and train your staff; develop new markets; and benefit from funding opportunities. Speakers will also discuss the vital issues of testing and intellectual property. Session two will present a range of views about the current and future prospects for technical textiles markets as seen from around the world.

DAY TWO will examine new opportunities that are emerging from growing end-use markets and new technologies. A day of presentations and discussions which will highlight a range of possible ways forward to ensure your company has a profitable future.

For a full brochure for the event please visit: www.technical-textiles.net/symposium. ♦

