

Customer event in Karachi and Faisalabad in Pakistan: "Putting *FUTURE into Textiles" together with partners along the textile value chain

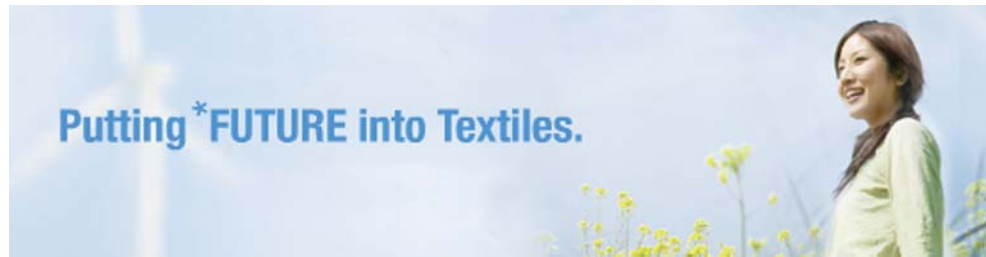
End of April, the Textile Chemicals team from BASF Pakistan invited representatives of the textile industry in Pakistan to join hands in "Putting *FUTURE into Textiles." Klaus Tiedemann and Sharon Tan, senior experts from Global Marketing Textile Chemicals in Singapore, presented how BASF is Putting *FUTURE into Textiles with solutions focusing on the three key areas of ecology – consumer safety, resource saving and climate protection.

The focus of the discussion was on how eco-efficient textile solutions can add value for customers in Pakistan from both economical and ecological perspectives.

"This was a great opportunity for us to share our initiatives of Putting *FUTURE into Textiles. Moreover, it was a rare and valuable opportunity where different players along the textile value chain could discuss on the important topic – ecology and the textile industry," stated Ayaz Ahmed Qureshi, Director of Marketing at BASF Pakistan Pvt Ltd.

Our contribution to better textiles and a better future

"We are currently focusing on ecology, but this does not mean that the topic is new to us. Ecology and sustainability have been with us all along in doing business," stated Klaus Tiedemann, Global Manager, in charge



of sustainable development, as well as pretreatment and dyeing auxiliaries segments.

As a globally operating company, BASF is aware of its responsibility to society, which is why it takes an active role in sustainably shaping our environment. "Today, we see regulatory standards becoming increasingly strict and public awareness growing.

Thus, we find it important to concentrate even more on these areas," he explained. "And by doing so, we want to help our customers to be more successful and together shape the future of the textile industry. This is our contribution to Putting *FUTURE into Textiles."

Eco-efficient textile finishing solutions

Two unique finishing concepts from BASF were introduced as examples of eco-efficient textile solutions. Sharon Tan, Global Manager, in charge of finishing segment at Global Marketing Textile Chemicals presented the techni-

cal aspects of its resin finishing system BASF Advanced Performance Finishing and Purista® freshness-enhancing finish.

BASF Advanced Performance Finishing for non-iron and easy care textiles, such as shirts and bed linens considerably reduce time and effort in drying and ironing.

As a result, energy is saved and carbon dioxide emissions reduced while keeping the optimum quality required, such as excellent dry crease recovery, high level of wet crease recovery, high dimensional stability, and soft and smooth handle.

Purista® is a freshness-enhancing finishing treatment that is integrated into the fabric at the manufacturing stage and works by combating the growth of odor-causing bacteria, increasing consumer comfort and well-being.

In addition, consumers have the choice to reduce the frequency of washing/dry cleaning, thus, saving energy, time and water. ♦

Central Asia: Textile region with growth potential

German Textile Technology Symposium Central Asia in Uzbekistan

Central Asia is already an attractive market for German textile machinery manufacturers and has potential for growth. In order to deepen the business contacts with textile manufacturers from the central Asian countries, the VDMA Textile Machinery Association initiated the "German Textile Technology Symposium Central Asia" took place from May 19 – 20 in Uzbekistan's capital Tashkent.

The symposium was officially supported by the German Ministry for Economics and Technology. Leading German textile machinery manufacturers reported in lectures about their latest developments and technical innovations that enable textile producers in the region to enhance their position in the world market.

Uzbekistan is the most important destination in Central Asia for textile machinery made in Germany. While the German export figures reached nearly 15 million Euros in 2006 as well

as in 2007, the exports decreased in 2008 and reached 9.85 million Euros.

Like many other textile industries in the world, the Uzbek one had to face a downturn. In 2008, the highest demand was registered for spinning machinery (5.68 million Euros) and weaving machinery (4.62 million Euros).

The demand for knitting and hosiery machinery (163 thousand Euros) and for finishing machinery (183 thousand Euros) was comparably small last year. But both machinery groups had export figures to Uzbekistan well above one and even two million Euros in previous years with a better economic climate.

Kazakhstan, the other key market in the region performed very well last year. In 2008 textile machinery worth 10.65 million Euros (+ 235 %) were shipped to this country. The export figures to the other central Asian nations such as Kyrgyzstan, Tadjikistan and Turkmenistan were much lower. ♦