

Fairs & Exhibitions

interstoff. ASIA essential Interstoff Asia Essential: The Home of Cutting-Edge Textiles

Promoting eco-friendly textiles and design talent continues to be the central theme of Interstoff Asia Essential Autumn. Now more than ever, fashion sector professionals are turning their attention to unique and distinctive textiles and garments that have been developed with sophisticated design and an environmentally friendly element. Taking place from 7 to 9 October 2009 at the Hong Kong Convention & Exhibition Centre, Interstoff Asia Essential will present a series of innovative products and services promoting both local and international fashion designs and apparel fabrics.

This season, 200 exhibitors are anticipated to participate in Hong Kong's most dynamic and creative apparel fabrics trade event. Among the confirmed exhibitors are: Everest Textile, Ishinco Ltd, Lenzing AG, Moizasia Group, Mozartex Co Ltd, Premiere Fashion, Toray Industries, Trich Textile, SFT Inc, Yagi & Co plus many more.

Fashion professionals know that in an increasingly competitive marketplace, originality and fresh concepts have become more relevant. Texprint Futures, in cooperation with a host of leading fashion houses including Burberry, Diane von Furstenberg, Jaeger and many more, are responsible for discovering some of the fashion industry's great textile designers, such as Zandra Rhodes and Alice Temperley. Six of the most celebrated and best graduating talent from the UK will once again return to Interstoff Asia Essential Autumn to present their latest work.

This year's show will also debut two eco-focused initiatives that will feature creative fashion designs from young and emerging talent.

Several fashion pieces from RE: BORN, a fashion show exhibition organized by designer and founder of niin jewellery (a socially and environmentally responsible jewellery brand set up in London 2005), Ms Jeanine Hsu and supported by an impressive host of well-known fashion brands including Shanghai Tang, Levi Signature and Lane Crawford, will be showcased at the fair. All garments created used donated fabrics and/or existing clothes, which were then designed by students attending the HKSC Lee Shau Kee School of Creativity.

"Interstoff Asia Essential is a fantastic platform for young fashion talent to showcase their work and give them great exposure," commented Ms Hsu. "Not only does it promote and encourage young designers and talent but it has the ideals and focus of environmental concerns. The fair's eco fabric section is a growing interest both locally and internationally and what better way than to combine efforts together with the RE:BORN project to further promote this important issue."

Continuing on the eco theme will be an exhibit featuring four winners from the UK's Ethical Fashion Forum (EFF) Innovation competition. This group aims at supporting emerging designers and businesses in the ethical fashion arena.

Winners will have the opportunity to showcase their work at Pure London SS10 and Estethica, a show part of London fashion week, before unveiling their designs at Interstoff Asia Essential Autumn.

Equally as important and innovative will be the design and consultant services from Hong Kong's leading fashion designers at the Designer's Corner. Hot designers such as Barney Cheng, Bonita Cheung, among many others will present one of their latest designs plus provide exclusive trend boards featuring a number of different exhibitors' fabrics in line with the Interstoff Directions A/W 10/11 trend forecast.

Buyers at Interstoff Asia Essential will be able to make contacts with some of the industry's hottest textile and fashion design talent from around the world while sourcing the latest apparel fabrics.

For information:
www.interstoff-asia.com

China (Qingdao) International Textile Machinery Fair

The 10th China (Qingdao) International Textile Machinery Fair (QITMF), has developed into professional textile machinery fair in Shandong and Northern China, will be staged from September 15-17, 2009 at Qingdao International Convention Center.

The show will be organised by China Council for the Promotion of International Trade Shandong Sub-council, Shandong Textile Industry Association, China Chamber of International Commerce Shandong Chamber of Commerce, Shandong Province Textile & Garment Association, Qingdao Textile & Garment Association, Qingdao Haiming International Exhibition Co. Ltd., Adsale Exhibition Services Ltd. and co-organised by Qingdao Haiming International Exhibition Co. Ltd., Qingdao Textile & Garment Association Exhibition Department, Beijing Yazhan Exhibition Services Ltd.

Five product theme zones are made to facilitate the visitors and exhibitors which are knitting machinery zone, dyeing and finishing machinery zone, spinning machinery zone, weaving / labelling machinery zone and printing machinery zone.

Vietnam Saigon Garment & Accessories Machinery Expo

The Vietnam Saigon Garment & Accessories Machinery Expo 2010 will be held during 14-17 April 2010, Hochiminh City, Vietnam. The expo is fully supported by the Ministry of Industry and Trade of Vietnam, VITAS (Vietnam Textile and Apparel Association), AGTEK (Textile - Garment - Embroidery - Knitting Association of Ho Chi Minh City) and VINATEX.

Vietnam's garment exports are being forecasted to reach US\$10 billion in 2009 due to demand from the USA, Japan, Korea and the other countries. Moreover, the entrance of the Asian Fashion Federation (AFF) the most prestigious fashion association in Asia, will boost up Vietnam's status in the industry, helping Vietnam to increase its garment exports. The last expo was held in Hochiminh City in 2009 with over 298 exhibitors coming from 24 countries.

For information:
www.vfabric.com/sgtextile



Yarn Expo Autumn

Over 80 yarn and fibre suppliers from eight countries and regions joined Yarn Expo Autumn, which for the first time was held alongside Intertextile Shanghai Apparel Home Textiles and the China Knitting International Trade Fair last month at the Shanghai New International Expo Centre. Over 36,000 buyers attended the three fairs, while 3,321 came specifically to source yarns and fibres.

The organisers of the fair were also pleased with the results of the show. "This is a very promising start," said Ms Wendy Wen, Director of Trade Fairs for Messe Frankfurt in Hong Kong. "We are glad to see that many exhibitors have shown a lot of confidence in the show's concept and more importantly the change of timing. We expect the fair to continue to grow in the coming years as the yarn and fibre suppliers will benefit from the crossover of buyers from both the China International Knitting Fair and Intertextile Shanghai Home Textiles."

"The timing is fine but the support that we have received from the fair organisers has been exceptional," praised Mr Sandeep Kumar Goel, General Manager for Grupo Kaybee from Singapore.

"It's very important for us to attend one of the premier trade fairs in this industry in order for us to promote our company image, to keep abreast of the latest market trends and to meet clients," said Mr Xu Lixin for Yantai Spandex Co, China's largest meta-aramid spandex producer. He further commented on the visitors at the fair, "the buyers here are very professional and many have come to our booth."

Exhibitors from Pakistan

Pakistan was among other eight countries that participated in the 5th edition of Yarn Expo. The Pakistani exhibitors included Ebrahim Amin International, Gul Ahmed Textile Mills, Gulistan Textile Mills and Siddiqsons Denim Mills.

The increased participation on the exhibitor side provided Yarn Expo a valuable platform for fibre and yarn suppliers to promote their products in China.



Visitors got a variety of textile related products and wide range of fibres and yarn including compact combed cotton yarns and twisted yarns, chemical fibres, special fibres, functional fibres, eco-friendly fibres, blended yarns and fibres plus much more. Another key feature was the chance to get up-to-date information on the latest technology in China.

The exhibitor from Pakistan, Mr Shaukat Hassani, Senior Marketing Manager for **Gul Ahmed**, also believes the new combination is great. "The concept of holding the yarns show with the home textiles event is very good. It gives us a chance to meet with existing clients and make new contacts."

A wide range of products was showcased at the show including natural yarns and fibres such as cotton, wool and flax/ramie; man-made yarns and fibres both regenerated and synthetic; speciality yarns and fibres; elastic yarns and fancy yarns.

Another first-time exhibitor, **Tata Textiles Mills Ltd from Pakistan** was also pleased with their choice to participate and will expand their booth for the following Yarn Expo show. "Everybody is talking about China. There is certainly lots of potential here, which is why we are here," said Mr Muhammad Sehban, Senior Manager for Tata Textile Mills Ltd. "The quality of the buyers we met during the fair is very good and the services from the organisers are very impressive."

Yarn Expo Spring is scheduled to take place from 31 March – 2 April 2010 at the China World Trade Center, Beijing, China.

For further information:
www.yarn-expo-shanghai.com ♦

10th anniversary of Heimtextil India

"Heimtextil India has truly put India on the home furnishings map of the world" claim exhibitors. Heimtextil India to be staged along with Techtextil India, International Trade Fair for Technical Textiles and Nonwovens. T.W.I.S.T Texworld India apparel fashion trends for 2010 to be staged at the fair.

With one month left to go, the 10th edition of Heimtextil India is preparing to open its doors from 10-12 October 2009 at the Bombay Exhibition Centre, Mumbai. The fair, in its tenth year, continues to be the most important event for the country's textile industry despite difficult times, because it is here that the presence of international buyers is the highest and business can take place in the professional atmosphere of a Frankfurt fair.

As expected, Indian textile exports remain flat in the global climate of economic downturn. India's textile exports declined by 2% in 2008-09 to reach \$21.75 billion due to a slump in global demand. The industry is hopeful of achieving a 5% growth in 2009-10. To assist exporters, the Textile Ministry will be including special packages for more subsidies on interest on loans, higher input duty reimbursements and additional funding for technology upgradation.

Heimtextil India is definitely the annual meeting point for India's home fashion producers and despite lesser numbers this year, it will continue to inspire with innovative products and creative designs. The fair will feature the entire gamut of products ranging from furnishing fabrics, curtains and accessories, furniture fabrics, furniture leather to carpets, floor coverings, accessories, bed linen, table decorations and bathroom textiles. Among the exhibitors are K.K.P Fine Linen Pvt. Ltd. from Mumbai who will be displaying a unique range of newly developed designs in jacquard, embroidery and printed bed linen with international color standards. Inspirations from Mumbai, will be presenting new designs in multicolored quilts and chenille using only the weft process.

As usual, the concept of "Textile Days India" - a dynamic combination of the textile brands of Messe Frankfurt will allow the entire textile industry to meet, network and do business. This year, Heimtextil India and Techtextil India (International Trade Fair for Technical Textiles and Nonwovens) will be held together at the same venue, offering manufacturers to look at new areas of manufacturing.

Heimtextil India 2009 will once again provide the home fashion industry the chance to network and make new contacts in an atmosphere that is truly international. ♦