



A world class biennial event of advanced textile machinery and technology

The biennial prime event and one of the the largest textile machinery exhibitions in 2009, The 14th International Exhibition on Textile Industry (ShanghaiTex 2009), closed successfully on June 15, 2009 at Shanghai New International Expo Center, Pudong, Shanghai, PR China. Over 1,000 exhibitors from 22 countries and regions have participated to exhibit the latest textile machinery and technology. The 4-day show has attracted about 50,000 local and overseas visitors and buyers. The most cutting edge machineries and technologies were showcased by France, Germany, Italy, Switzerland, The Netherlands, Turkey, Austria, Denmark, US, Japan, Korea etc. In addition, concurrent events and the textile summit was also held alongside the exhibition.

Given the financial tsunami, global economic downturn, threat from H1N1 swine flu, and the difficulties encountered by overall textile industry, Chinese textile enterprises are facing great challenges. However, with the strong confidence in China economy and the branding effect of ShanghaiTex built up in the past 25 years, ShanghaiTex 2009 attracted 50,000 visitors and buyers from 40 countries and regions, while the quality and professionalism of visitors are highly appreciated by exhibitors.

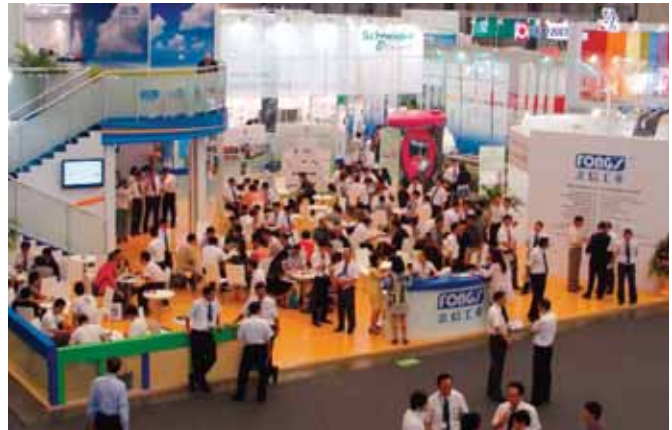
It was also encouraging that the on-spot reserved sales reached RMB100 million on the first two days of the exhibition, which was even better than ShanghaiTex 2007. Transactions of printing & knitting machinery are more active, especially for circular knitting machines, laser-printing machines, warp machines, etc. Some exhibitors received more orders than their expectations.

Great support from local and overseas associations

Apart from the generous support from 16 provinces in China, including Zhejiang, Jiangsu, Fujian, Anhui, Hunan, Sichuan, Jiangxi, Heilongjiang, Henan, Guangdong, Shandong, Guizhou, Shanxi, Xinjiang, Yunnan, Hubei, etc, ShanghaiTex 2009 has also gained support from nearly 20 local and overseas textile associations by organizing buyer delegations to visit. Overseas associations including Indian

Textile Confederation, Indonesia Textile Association, Japan Fiber Association, Korea Textile and Apparel Association, etc. Chinese textile end-user associations including Shenzhen Textile Trade Association, Foshan Zhangcha Knitting Chamber of Commerce, Lishui Textile Association Nanhai Foshan, Shantou Textile and Garment Profession Chamber of Commerce, etc. Besides, Chinese enterprises including Luthai Textile, Sunshine Group, Nantong Doulegreat Textile Co., Ltd, Mhlace Co., Ltd., Changshu Huamao Textile Co., Ltd., Toray Sakai Weaving & Dyeing (Nantong) Co., Ltd (TSD), Jiangsu White Rabbit Textile Group Co., Ltd, Septwolves Industry, Shandong Ruyi, Mesbon Chemical Fibre, Frousans Knitting, Shanghai Threegun Group, Xiamen Hualuv Printing & Dyeing Co., Ltd, etc and renowned overseas buyers including fashion house H&M, sport chain store Columbia, Esquel, etc, have visited ShanghaiTex 2009. They all stressed that ShanghaiTex is an international prime textile event and a premier trading and informative platform.

Despite the challenges of global economic downturn, ShanghaiTex 2009 has gained great support from exhibitors and textile industry. Exhibition area of ShanghaiTex 2009 reached 100,000 sqm, and the show attracted over 1,000 local and overseas enterprises to participate, including Fongs, Brazzoli (Italy), Santoni SPA (Italy), Karl Mayer



(Germany), Stoll (Germany), Oerlikon (Swiss), Santex (Swiss), Siemens, Sinoca (Hong Kong), Gofront (Hong Kong), Chemtax (Hong Kong), Wellknit (Taiwan), Falmc (Singapore), Shima Seiki (Japan), Donglin (Taiwan), Ningbo Yuren (China), etc, to showcase their latest and hi-tech machineries, technologies and solutions.

Mr. Sam C.S. Hwa, president of En-Hwa Industrial Co., Ltd. from Taiwan province, has been visiting ShanghaiTex on every edition since its debut in 1984 and witnessing the growth and progress of the exhibition during these 25 years. "I am glad to see that the exhibition has been held continuously with quality of exhibitors becoming better and better, the products displayed are the latest ones, and exhibition service has been improving too. I visit the show every edition. I always regard ShanghaiTex as one of the important events to visit and plan the visit one year ahead of the show!" Mr. Siyaram from India appreciates ShanghaiTex to group the exhibits by product categories, and thinks this is very convenient for the buyers. According to onsite visitor survey, over 90% of the overseas buyers were satisfied with the exhibition.

Concurrent activities to create more business opportunities

With the theme of "Crisis & Opportunities", China Textile Summit 2009, which was held on June 11 to inaugurate ShanghaiTex 2009, invited Mr. Long Yongtu, famous scholar and





Secretary General of the Boao Forum for Asia (BFA), to analyze and speak on international and China economic situation, to build up confidence for textile industry and to encourage enterprises to grasp the opportunities of industry transformation and upgrade.

Mr. Gao Yong, Vice President of China Textile Industry Association and President of China Textile Machinery Association, also presented an in-depth analysis on the report of adjusting and promoting initiatives and measures, to give a clear development direction to the Chinese textile enterprises. Nearly 700 representatives from 500 enterprises nationwide attended.

To welcome the industry players, exhibitors and visitors from all over the world, organizers hosted an opening dinner cum 25th anniversary celebration on June 11. Over 1,000 delegates from

the textile industry joined to celebrate the grand opening of ShanghaiTex 2009 and the 25th anniversary of ShanghaiTex. It also provided a valuable opportunity for industry players to exchange and communicate.

Organizers have invited leading exhibitors including Santoni, Stoll, Steiger, Pai Lung and Shima Seiki to participate in the fashion parades to showcase the latest technology of knitting machinery through models' performance in a lively manner. Besides, more than 20



technical seminars have been held concurrently, including "Modern Spinning Technology and Advanced Equipment", "New Equipment and Technology for Weaving Industry", etc. ♦

"Shanghaitex showcases the right technology for competitive advantage."

Stanley Chu, Chairman Adsale Group, Organiser of Shanghaitex

Q. This year again Shanghaitex is a well organised event. Has this edition of this important exhibition met your expectations?

The turnout is above our expectations. Late last year we were very worried about the world economic downturn and the financial crisis and the adverse impact this would have on our show. Especially for the last year for the first time China had a negative growth of textile exports. It is a very serious situation with the economic downturn of the United States, the major export market of China. Luckily the Chinese government has taken remedial steps to rectify the situation.

Firstly the government has invested about US\$ 4 Trillion to stimulate the domestic demand. Population of China is more than 1.3 billion and therefore the stronger Chinese domestic market is to compensate for the loss in exports. And also including increasing export tax rebate from 14% to 16%. The companies investing in machines can avail tax reduction. So all these incentives and measures will eventually help out.

Textile companies all over are striving to produce competitively. Pricing is very important as well as the quality. Therefore they need cost effective machinery which Chinese machinery makers can provide them. Chinese machines can now compete in terms of



Stanley Chu, Cjairman Adsale Group ging his views to Editor PTJ, Nadeem Mazhar

quality and price with major European brands. Countries with competitive advantage will do well in the textile business in the future.

Q. What is your opinion about another leading machinery exhibition such as ITMA ASIA taking place in the same venue within a short span of one year.

I believe that this decision has negatively affected Shanghaitex. Do we really need exhibitions on such a large scale so frequently in the same city? This is indeed questionable. Shanghaitex is a twenty five year old exhibition which is very well established in the country. We already have an event in the country, Shanghaitex and when a new exhibition comes with the premise that it was established to cut down the number of events, the reality

is that another event has been added to the calendar. But I understand that China is a very important market and therefore they are here. I assume that since ITMA Asia is not specific to China it will be rotating around Asia between different countries while Shanghaitex will remain an international show but mainly for the Chinese market. We have been organising Shanghaitex every two years and we will continue to do so. The government also believes that Shanghaitex is a home grown important Chinese event and that it should be protected and maintained.

Q. Congratulations on your selection as a Vice Chairman of UFI. Could you tell us about Ufi and what it stands for?

UFI is the leading international association of the exhibition industry. It is a one hundred year old association with their headquarters based in Paris comprising of exhibition organisers and venues from all over the world.

It can be called the United Nations of the exhibition industry and I am the first Vice Chairman of the Asia Pacific Chapter which covers China, Taiwan, India, Pakistan, Singapore Malaysia, Sri Lanka, Thailand and other countries. In my capacity as the Vice Chairman, I would like to contribute more to the Asian exhibition industry which in my opinion has a very bright future. ♦