

# Fairs & Exhibitions

hometextile  
intertextile  
GUANGZHOU, CHINA

**Intertextile Guangzhou Hometextile  
China is the ideal sourcing destination  
in southern China**

Intertextile Guangzhou Hometextile China is to return to the China Import and Export Fair Pazhou Complex on 18 – 21 March 2010. The upcoming edition will in a display area of 20,000sqm showcase the latest range of bedding, wall and window textiles, floor coverings, sofa, leather and upholstery fabrics. Held concurrently with the 24th China International Furniture Fair, which combines seven other home-related events, it is one of the most important trade exhibitions in southern China.

The 2009 show received over 16,400 professional trade buyers from 122 countries and regions. This included home textile-related importers, exporters, wholesalers, retailers, agents, manufacturers and designers.

Going against the global trend, China's economy continues to develop, recording in the second quarter of 2009 a 7.9% growth in GDP. By year-end, this figure is expected to climb to 8.1%. These impressive gains come not only from the Chinese government's USD586 billion stimulus package to boost the economy, but also most significantly from consumer led demand.

"Little affected by the downturn in the global economy, high home ownership rates and increases in disposable income are fostering a middle class in China with a keen interest in soft furnishings. This in turn is supporting the ongoing develop-



ment of China's home textile market, which is creating many business opportunities for manufacturers seeking a new trade destination," noted Ms Wendy Wen, Director of Trade Fairs for Messe Frankfurt (HK) Ltd.

By combining Intertextile Guangzhou Hometextile China with the China International Furniture Fair, Homedecor & Housewares China, China International Outdoor & Leisure Fair and China International Ceramics Exhibition, the ultimate trade platform for textiles, home décor, outdoor leisure and more has been created.

Ms Wendy Wen went on to add "By participating in this fair, manufacturers wanting to gain access to or expand their share in China's lucrative home textile market have the unbeatable opportunity to meet with the largest collection of buyers, agents and designers under one roof."

Messe Frankfurt (HK) Ltd, the China Home Textile Association (CHTA), the China Foreign Trade Guangzhou Exhibition Corporation and the Sub-Council of Textile Industry, CCPIT host Intertextile Guangzhou Hometextile China. For more information on the fair, please email [textile@hongkong.messe-frankfurt.com](mailto:textile@hongkong.messe-frankfurt.com) or fax (852) 2598 8771.

To obtain further details on all other Messe Frankfurt home textile fairs, please visit <http://heimtextil.messefrankfurt.com>.



**IFAI receives six awards for  
publishing excellence at  
13th Annual MMPA Event**

IFAI received six awards for Publishing Excellence at the Minnesota Magazine and Publications Association Excellence Awards presentation held November 5th at the Metropolitan Ballroom in Minneapolis. The MMPA's Annual Excellence Awards recognize best-in-class work published by Minnesota-based magazines. Entries were judged in four basic categories: General Interest, Special Interest, Business/Trade and Association.

Said Mary Hennessy, IFAI Vice President of Communications, "IFAI magazines benefit from the strong relationships between the association and our members and from the many relationships built between members. Our magazines are much more than print on paper, they are community builders for the companies that read and support them. I know I speak for our entire staff when I say we are very pleased and honored to have



received these awards from our peers in the publishing business. Niche market trade publications play an extremely important role in helping to promote the professionalism and profitability of their industries and we take that responsibility to heart."

## SATRA Technology Centre

SATRA will be holding a number of highly informative courses and seminars in Kettering, UK. These include:

Dry-cleaning practice - 7-8 December 2009 covering the technology of dry-cleaning, process selection, health and safety and solvent use.

Stain Removal - 9-10 December 2009, The two-day 'stain removal' seminar explores stain identification and removal, as well as how to set up a workstation, the correct use and care of equipment and the selection of removal agents.

Finishing - 11 December 2009 Including both practical and theoretical work, this garment cleaning finishing course is suitable for delegates new to finishing, as well as supervisors, managers, owner/operators and staff involved in pressing.

Email: [info@satra.co.uk](mailto:info@satra.co.uk), URL: [www.satra.co.uk](http://www.satra.co.uk).

### Intertextile Shanghai Apparel Fabrics

- ❖ 15th edition of Intertextile Shanghai Apparel Fabrics maintains leading position in global market sector.
- ❖ Innovation begins to take shape in Chinese textile designs.
- ❖ Fair proves to be excellent platform for open dialogue and business.

"Since the fair's debut in 1995, Intertextile Shanghai Apparel Fabrics has steadily established itself as the world's largest international business platform for industry players worldwide," said Mr Detlef Braun, Member of Board of Management for Messe Frankfurt GmbH. The 15th edition ran for four-days in 10 halls bustling with open dialogue, creativity and business made at the fair. Nearly 54,000 trade buyers came from over 90 countries and regions to source the latest apparel fabrics and textile related products from 2,459 suppliers from China and around the world. These figures represent an astounding success, up eight percent from the previous year.

To commemorate this achievement, a press conference was held on Monday, 19 October at the Shangri-La Pudong Hotel along with some 60 invited journalists and special guest speakers including Mr Detlef Braun, Mr Du Yu Zhou, President for China National & Textile Apparel Council and Mr Ferdinando Gueli, Deputy Trade Commissioner for the Italian Trade Commission – ICE, Shanghai.

"China is an essential location for the textile industry and this is clearly indicated in the phenomenal technological and brand advancements throughout the region. As a result there are now numerous opportunities for business in this thriving market sector," said Mr Du.

The vast potential of the Chinese textile marketplace is a key factor for many international exhibitors participating at Intertextile Shanghai Apparel Fabrics. This year, nearly 70 percent of the 716 international suppliers were return exhibitors, with special country and region pavilions from Germany, Japan, Korea, Thailand and

Turkey while Taiwan had the largest pavilion and Italy the longest exhibiting one, with 10 years of participation. Other features included the fibre pavilions including Invista Group, Cotton Council International, Dow Fiber, the Lenzing Group and Hyosung.

"The Chinese market is very important as there are many possibilities for us. The visitors at this fair are well informed and I have made professional contacts with several buyers," reaffirmed Maurizio Mello Rella of Lanificio Tessilstrona S.R.L.

Ms Sofhia Elise de Lara Harbs, Regional Manager for the Brazil Chamber Alemanha participated with a group of buyers from Brazil. "This new experience for our group has been great. The special networking events really allowed us to feel part of the fair and to get a better understanding of the market here. Next year, our delegation will be much larger as everyone wants to bring their colleagues along."

Throughout the event, visitors were exposed to the latest apparel fabrics and textile related products from luxurious fabrics in cashmere, mohair, silks and wool to functional fabrics in cotton, linen, tencel and viscose and even accessories ranging from buttons and zips to embroidery plus much more on display.

#### Innovation begins to take shape in Chinese textile designs

Recognising the shift in Chinese consumer trends and the demand for creative apparel fabrics and textile related products, fair organisers recruited several international and Chinese design studios and associations that were trying to take advantage of this new movement; including Circleline Design, Whiston and Wright and Bernini & C Sas. "It's a good platform to speak face-to-face with buyers and meet potential Chinese manufacturers who might be interested in our designs," said first time exhibitor, Jude Aldred for Larch & Rose, a fashion design consultant from the UK.

"Chinese designers are becoming more innovative and production is becoming more efficient. We are definitely catching up to the international market sector," explained Mr Kim Nam Won, Design Centre Minister for the Zhejiang Institute of Modern Textile Industry.

Several buyers took note of the creativity that Chinese suppliers



were offering at the fair. "I have sourced from this fair for several years now, but this year, the show has been great. I am pleasantly surprised at how creative the Chinese exhibitors are," commented Ms Rebecca Chong, Vice President – Product Development for agents Li & Fung Group, a participant in the match making business programme. "I have only been here for one day and already three of the five clients I brought with me have made serious business connections. This fair is certainly a great networking destination for open dialogue and serious business."

Continuing on the creativity theme, several trend forums highlighting the following season's forecasts provided invaluable research tools for buyers. Attendees even had the chance to participate in a number of inspirational seminars that allowed professionals to receive colour directions from leading companies including WGSN, JFW-Japan Creation, China Textile Information Centre and Stylesight.

#### Fair proves to be excellent platform for open dialogue and business

The seminar programmes proved to be a success as they welcomed nearly 4,000 attendees, at a rate of 75 percent capacity. They were used to exchange the latest market information, Autumn/Winter 2010/11 trends and relevant topics.

Sharing Wal-Mart's views on responsible sourcing, Fabric Director, Mr Chieh Chen, commented on the importance of this unique platform. "Quite frankly, I believe that Intertextile has become the most important industry exhibition in the world. It gathers suppliers from all spectrums of the textile supply chain and even allows for professionals to discuss industry concerns openly. While the seminars were very important, regardless if I get invited to speak next year, my team and I will return to source products at this fair."

The next Intertextile Beijing edition will be held from 30 March – 1 April 2010. For further information, please email [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com) or visit <http://www.intertextile.com>



### Online application for exhibition space available from 30<sup>th</sup> November 2009

CEMATEX, the European Committee of Textile Machinery Manufacturers, has announced that ITMA 2011, to be held in Barcelona (Spain) from 22 to 29 September 2011, will be the world's most comprehensive, one-stop platform for textile and garment makers.

Showcasing the entire value chain from spinning to garment making, textile processing, technical textiles, logistics and distribution, the exhibition marks the 60th anniversary of the ITMA brand. The slogan of the 2011 show, 'Master the Art of Innovation', underscores CEMATEX's commitment to help the world's textile industry innovate and face up to the challenges of globalisation and sustainability, and the event offers manufacturers a vital solutions platform that will keep the industry focused and competitive. In line with this value proposition, the ITMA 2011 Index of Products has been revised to include the very latest technologies. The garment making and textile processing sector has been expanded to sharpen its focus, and embroidery and braiding equipment now have their own separate sectors.

#### Highlights to draw global community

To encourage the global textile and garment making community to the event, CEMATEX, together with their organiser MP International, are planning a series of highlights, some of which will be launched as part of ITMA's 60th anniversary celebrations. Among these are special ITMA awards which will pay tribute to top industry achievers, an enhanced Research & Education Pavilion, an ITMA Forum and targeted workshops for knowledge sharing and networking. Detailed information will be released in due course.

Said Ms Sylvia Phua, Chief Executive Officer of MP International, "Moving forward, ITMA as the driver for industry innovation will be transformed into the international business hub of the textile and garment industry.

"We are supporting the vision with a range of initiatives that will bring both buyers and sellers to this leading-edge platform. For a start, we are working very closely with our industry partners, especially trade associations worldwide."

Besides the nine member associations of CEMATEX, based in Belgium (Symatex),



France (UCMTF), Germany (VDMA), Italy (ACIMIT), Netherlands (GTM), Spain (AMEC AMTEX), Sweden (TMAS), Switzerland (Swissmem) and the United Kingdom (BTMA), MP International is collaborating with a number of textile machinery associations in key exhibitor markets to

garner participation at ITMA 2011, including the American Textile Machinery Association (ATMA), China Textile Machinery Association (CTMA), Japan Textile Machinery Association (JTMA), Korea Textile Machinery Association (KOTMA) and Taiwan Association of Machinery Industry (TAMI).

In addition, dedicated sales agents have been appointed in other key countries including India, South America and Turkey to assist companies with their participation.

#### Modern, easily accessible venue

ITMA 2011 will take place at the modern Fira de Barcelona Gran Vía fair-ground, a complex of over 240,000 square metres. The exhibition facility features state-of-the-art trade fair technology in all its eight interconnected exhibition halls. Easily accessible, the fair-ground is just minutes away from the city centre and only 10 kilometres from Barcelona's international airport, which has links to destinations all over the world.

Mr Johann-Philipp Dilo, President of the Dilo Group Germany enthused "ITMA is quite simply a 'one-stop-shop' which attracts leading buyers from all over the world and from all areas of the textile industry, including the important non-wovens and technical textiles sector.

"We are looking forward to the next show in 2011, and believe that the city of Barcelona will also attract a great number of buyers from the established and rapidly emerging markets of Central and South America because of its historical, linguistic and cultural links with these countries."

The ITMA 2011 exhibition is expected to cover over 100,000 square metres net and attract more than 1,400 international exhibiting companies. Online application for space opens on 30 November 2009. To apply for space or for more information on the exhibition, please visit [www.itma.com](http://www.itma.com).



### Texas Tech University hosts major textile conference in India



The Institute of Environmental and Human Health (TIEHH) at Texas Tech University will host the 6th annual international conference on Advances in Textiles, Machinery, Nonwovens and Technical Textiles, (ATNT) 2009.

The event, held in collaboration with Bannari Amman Institute of Technology in India (BIT), will run Dec. 7-9 at the institute's campus in Sathyamangalam, state of Tamilnadu, South India.

The conference will feature papers from natural fibers to fashion design and nonwovens to technical textiles.

The conference is expected to attract more than 250 people from around the globe, said Seshadri Ramkumar, the organizing secretary for the conference and an associate professor of nonwoven materials at TIEHH.

The international conference seeks to enhance professional interaction, enable future collaboration and improve business opportunities in fiber and textile disciplines.

To date, more than 90 abstracts from different parts of the world have been received. Leading experts from the United States, the United Kingdom, Turkey, the Czech Republic, China and other nations are expected attend.

Invitations have been extended to the Indian Government's federal minister of textiles to inaugurate the event.

International and national organizations supporting the conference include Plains Cotton Growers, The Association of the Nonwovens Fabrics Industry (INDA), Industrial Fabrics Association International, Nonwoven Engineers and Technologists division of TAPPI, all from the United States; The Southern India Mills Association, Tiruppur Exporters Association and the Society of Dyers and Colorists (EC), all from India; and The Textile Institute from the United Kingdom.

More information from the ATNT 2009 website: <http://bit-atnt09.com>.



### Biella in Tokyo for made in Italy

Over 200 of the most qualified retailers and operators in the Tokyo textile and clothing system on Thursday 11 November attended the convention organised by the "Biella The Art of Excellence." Foundation on the topic "The widespread creativity of Biella at the roots of the success of made in Italy". A wealth of ideas and interesting contacts developed during this one-day encounter.

Marco Della Croce, vice president of "Biella The Art of Excellence.", opened the work sessions with presentation of the Foundation's mission, stressing the priorities that the district has to achieve in order to maintain its competitiveness.

"Origin, quality, creativity, ethics and education are the values that inspire our Foundation", explained Della Croce, "and which allow our Biella-based businesses to guarantee the client and end user transparency regarding product excellence. These same values allow companies to meet new partners on an international level and in Japan," continues Della Croce, "which has always been a very discerning test market for us where this factor of transparency is concerned, the meta brand "Biella The Art of Excellence." is guarantor of these very values".

The economist Enrico Cietta, Diomedea partner, spoke of the importance of the Biella brand in conveying elements of choice to the consumer, who increasingly becomes a strategic link in the value chain.

"Innovation, both creative and technological, of districts like the textile one in Biella", explained Cietta, "is hardly ever the fruit of an isolated business idea, representing as it does the result of a complex process of interaction between companies and between enterprise and the market." The creativity widespread throughout the whole supply chain and not only in the creative designer stage is the real competitive advantage of the Italian manufacturing district".

The roundtable held during this meeting also saw participation by Franco Ferraris, CEO of the Lanificio Ermenegildo Zegna e Figli SpA, and Marco Bardelle, sales director of Tintoria Finissaggio 2000.

After presentation of the activity carried out by each of these companies, Franco Ferraris and Marco Bardelle,

together with Marco Della Croce and Enrico Cietta, answered questions from the moderator, the Japanese journalist Atsuko Fujoka, and the audience.

On the subject of how companies will react to the world crisis, Franco Ferraris emphasised in particular that it is "important that what we sell has real value and what is produced matches its inherent value, in the light of changed consumer awareness in purchasing methods".

According to Marco Bardelle, who works upstream in the supply chain in a role that, thanks to finishing, research and technological innovation, is more and more strategic for the value of the end product, the recipe consists "in working alongside your client, listening to and observing shifts on the markets and rapid changes in demand, adding "creativity" to the "creativity of creative designers" while moving in the right directions for innovation and service".

Work was drawn to a close by the president of the Biella Industrial Union and vice president of the Piedmont Confindustria for internationalisation, Luciano Donatelli, who highlighted four key points in the competitive capacity of the "Biella The Art of Excellence." brand.

"Made-in-Italy is an asset and as such must be protected", explained Luciano Donatelli. "The battle is being fought in Europe but it safeguards all our clients and in particular our end client - the consumer.

It is a question first and foremost of ethics: origin labelling also means protecting our health, an aspect that sees Biella fighting in the front line with the Tessile e Salute (Textile and Health) Association and above all it is an issue that cannot but affect the future of textiles".

Luciano Donatelli concluded by also mentioning the importance of new technological frontiers in textiles and of new applications like Naval tex.

This evening, meanwhile, the third "Biella The Art of Excellence. Award" will be presented to this year's winner, ISETAN Company Limited.

### 7<sup>th</sup> International Textile & Garment Machinery Show



#### Textile Asia

Due to some technical reasons, the dates of Textile Asia 2010

have been extended one week ahead and now the new dates are from 10 - 13 April 2010 at Karachi Expo Centre. 62% booking of the show has already been done and the remaining space is being booked on first come first serve basis.

### ATME-I/Megatex 2010 grows as America moves out of recession



The Reuters news agency has reported America's emergence from the worst recession in 70 years. The Commerce Department said the US economy expanded at an annual rate of 3.5 percent in the July-September period\*.

Hal Wilson from Air and Water Inc also comments: "No matter how challenging the local textile market has been it is still a very key part of our market focus. There frankly is no better way for us to meet our future customers than exhibiting and showing folks what we have. As long as there is a Textile show we will be a part of it."

The buoyed market in America is reflected in the influx of exhibiting companies at ATME-I/Megatex held at the Georgia World Congress Centre on 18-20 May 2010. Exhibitors such as Allertex of America, Argus Fire Control, and Cormatex Srl have all contracted significant booth space at the show, which is part of the Textile and Sewn Products Week\*\*.

There is still booth space available at the exhibition, so do not miss out and contact Tom Keenan on the details below.

### Expo Hightex - Canadian textile industry attracts flock of international buyers

Seventeen purchasing executives from Asia, Europe and North America are flying into Montréal to meet Canada's high-tech textile industry. The industry is in fact reputed around the world for producing value added and highly customized products, and the Buytex business lounge at Expo Hightex is an opportunity for local business leaders to meet new clients.

Vehicle components to China, medical equipment to the United States and protective wear to Germany- the export opportunities offered to the industry at Buytex are varied, exciting and promising. Every year Buytex grows bigger, and 2009 is no exception, which proves that the Canadian textile industries dedication to high-value, high-tech products is a winning strategy in terms of the international market.

Buytex is organized by CTT Group, a non-profit dedicated to developing the textile industry. It's taking place as part of Expo Hightex on 7 & 8 October 2009. Business introductions are just some of the activities on offer - the spotlight will be on the many innovative companies that make up the Canadian textile industry, and their products. Expo Hightex is a forum for international industry and research leaders. Details at <http://www.expoheightex.com>.

### ATNT-2009 International Textile Conference to have special focus on cotton

Cotton occupies an important place in the international textile trade. Cotton is at the forefront these days both in India and abroad. Availability and the quality of cotton are determining factors which will influence the economic viability of the textile industry.

Textiles related Associations in India and Cotton Producers' Associations in the US and elsewhere are pleading for support from their respective Governments. A fair and balanced policy approach has to be formulated which will be win-win for the producers and end-user community.

Texas Tech University, USA and Bannari Amman Institute of Technology (BIT), India will jointly organize the 6th edition of the international conference on, "Advances in Textiles, Machinery, Nonwovens & Technical Textiles-ATNT 2009," from December 7-9, 2009 at BIT Campus, Sathyamangalam, India.

Realizing the importance of cotton, the International Conference "ATNT-09" will feature a special session on cotton. This will have seven key papers by pre-eminent personalities in the cotton field. Papers will include developments in cotton seed industry, situation of US and Texas cotton yield & quality, quality evaluation and developments in cotton spinning.

According to Dr. Seshadri Ramkumar, Organising Secretary of International Conference ATNT-2009, "the special session on cotton will highlight topics that are timely and are of immediate need for the cotton textile industry. The session will bring all stakeholders involved in the cotton industry right from seed producer, R&D sector and textile industry support groups such as The Southern India Mills' Association and The South India Cotton Association."

Special effort has been made to bring the representative of Plains Cotton Growers of Texas, USA. Texas is the largest cotton producer in the US. During this current season, Texas is expected to produce 4.9 million bales (480 pounds each) of cotton. Of the total US production over 70% will be exported.

Dr. Seshadri Ramkumar further said, "one of the goals of the ATNT conference is to help the Indian textile industry to know more about the US crop and eye on it for producing high quality yarns and fabrics."

#### Key papers in the Special Cotton Session are:

1. Cotton Seed Industry – The Life Line of King of Natural Fibres, Dr M Ramasami - Managing Director, Rasi Seeds (P) Ltd, Attur, India.
2. Texas Cotton Quality Past, Present, Future, Mr. Roger Haldenby, Plains Cotton Growers Inc, Lubbock, Texas, USA.
3. India's Cotton Textile Policy, Dr K Selvaraju, Secretary General, The Southern India Mills' Association, Coimbatore, India.
4. Cotton Quality Measurements, Dr. R. P Nachane, Principal Scientist and Head, Quality Evaluation & Improvement Division Central Institute for Research on Cotton Technology, Mumbai, India.
5. Modern Developments in Textile Spinning, Lakshmi Machine Works, Limited (LMW), Coimbatore, India.
6. Right Cotton for Right Application, Mr. A Ramani, Joint Secretary, The South India Cotton Association, Coimbatore, India.
7. Current Status and Future Prospects for Diversified Utilisation of Cotton, Dr. S. Sreenivasan, Director, Central Institute for Research on Cotton Technology, (Indian Council of Agricultural Research), Ministry of Agriculture, Government of India, Mumbai, India.

The ATNT-2009 conference will provide a platform for cotton and textile industry people to openly deliberate the current cotton situation and seize opportunities towards growth.

The special session is planned on December 9th from 2-4.30 PM. The event will take place in the premises of Bannari Amman institute of Technology, Sathyamangalam, India.

Overall, the ATNT-09 conference has received an overwhelming response with scientists and industry leaders participating from USA, UK, Egypt, Turkey, Iran, Czech Republic and India. 145 papers will be discussed in the three-day international event. 300 delegates are expected to participate in the international gathering.

### 6<sup>th</sup> IGATEX Pakistan garment and textile machinery exhibition



Having developed into one of the largest and well established garment and textile machinery and accessories exhibitions in South Asia, the 6th edition of IGATEX Pakistan will take place at Karachi Expo Centre from October 20 to 23, 2010.

IGATEX Pakistan 2010 would be a professionally enriching experience for textile machinery manufacturers, providing them an opportunity to directly market their equipment to quality buyers and decision makers in an exceeding competitive global business environment. The show will include working and stand alone demonstrations of various cutting edge industry tools and technology

**Seminars:** An added opportunity for exhibitors to present or demonstrate their latest technology and product innovation in greater depth to buyers and visitors from the local garment factories and textile mills.

**Business to business match-making:** Exhibitors and buyers get to choose who they wish to meet with before the exhibition and maximise networking opportunities through the online Business Match-Making service. Both buyers and exhibitors are guaranteed of an efficient time at the exhibition to meet, interact and do business with people who matter.

**Regional visitors / buyers promotions:** Targeted publicity and promotion programme will be implemented to attract attention and participation from the international and local visitors. Exhibitors get maximum mileage from their participation.

IGATEX is organised by Conference & Exhibitions Management Services Pte Ltd (CEMS), headquartered in Singapore through CEMS Pakistan, a full service company to organise and manage a portfolio of events in Pakistan. Working with strategic partners such as Chan Chao International from Taiwan, CTMTC and CMEC from China to import more high profile events here, CEMS is dedicated to further promote Pakistan as a key location for exhibitions in the South Asian region.

Apart from its flagship event, IGATEX Pakistan, CEMS Pakistan will organise Plas-Print-Pack Pakistan, Food+Technology Pakistan and Pakistan International Machine Tools and Metalworking. These series of events are expected to attract substantial foreign investments and will eventually create economic impact in the entire region.

### interstoff. Interstoff Asia Essential closes its doors to an increase of four percent in visitor attendance from the autumn fair in 2008

ASIA essential

Interstoff Asia Essential closed its doors last week at the Hong Kong Convention & Exhibition Centre with 6,442 visitors from 44 countries and regions, an increase of four percent from the previous year. For three days, 7 – 9 October, 235 exhibitors presented some of the finest eco, fashion and functional fabrics while discussing serious business with industry professionals from not only Hong Kong but worldwide including countries and regions China, Taiwan, the US, Korea, Japan, Australia, Germany, Thailand, Malaysia and France.

"This fair is very important as it attracts well-known retailers like Benetton, H&M and Moisselle plus a number of leading buying offices including Li & Fung, who represent a number of clients from around the globe" said Mr King Lee, President for King Tex, a fabric exhibitor from Korea.

Among the principal brands sourcing at this year's event were: Abercrombie & Fitch HK Ltd, adidas Group, agnes b HK Ltd, Burberry, Christian Dior Bsc, Coach Inc, Columbia Sportswear Co (HK) Ltd, DMK Asia Ltd, Diesel, Esprit, Gap International Sourcing (Holdings) Ltd, Giordano Ltd, H & M Hennes & Mauritz (Far East) Ltd, J C Penney Purchasing Corp, Levi Strauss & Co, LVMH Asia Pacific Ltd, Marc Jacobs Intl LLC, Phillips-Van Heusen Far East Ltd, PRADA Asia Pacific Ltd, Target, and Wal Mart.

Exhibitors' high praise for Interstoff Asia Essential continued to echo over the 3-days of the fair and received plenty of compliments for its unique location in the Asia's leading business hub – Hong Kong.

First time exhibitor, Soorty, a denim manufacturer from Pakistan, chose to participate in the fair in order to reach out to quality buyers. "Hong Kong is the hub of this industry's business and we felt that this fair was our gateway to enter this market, especially since we are looking to meet both American and European buyers," said Marketing Manager, Mr Muhammad Tariq Alavi, who further praised the trade event. "So far, we've

met with Jones Apparel, Mondial and CMA offices. We hope to be here again next year."

Every year, the fair's positioning in the eco fabric market continues to grow. This year, a special pavilion organised by bluesign technologies ag, welcomed seven outdoor and high-quality functional fabric suppliers, including HKT from Hong Kong; Shin Han from Korea; Everest Textile, Labtex and Premiere Fashion from Taiwan and Sanitized ag from Switzerland.

"I think most of us have been surprised by the buyers growing interest in taking eco-focused initiatives, whether that be environmentally friendly fabrics, safe dyeing processes or good working conditions. In all honesty, our contacts have been better than we had expected," said Mr Christian Dreszig, Head of Marketing for bluesign technologies ag.



Buyers were equally as impressed with the diversity of fabric and textile related product suppliers showcasing at the fair. Products ranged from silk and bamboo blends to ribbons and buttons. "The size of the fair allows me to source what I want and be able to find really good contacts for cotton, viscose and even polyesters," said Ms Marina Erbs, a representative for Rovitex from Brazil.

Mr Dicky Lai from Hong Kong based Starlink Development agreed with Ms Erbs. "I always find the fabrics that I am looking for at Interstoff Asia Essential."

In addition to sourcing from a range of eco, functional and fashionable fabrics, attendees had the opportunity to take part in seminars that provided valuable insight for sustainable business and included discussions on design & trends, plus updates on the latest industry technology. Among the panelists of speakers were representatives from leading chemical companies, DyeStar, Clariant, Huntsman and BASF.

Chief Executive Officer for Topy Co (HK), Mr Vincent Fang offered several strategies for businesses wishing to enter the massive China market at one of the panel discussions.



Mr Fang was pleased with the audience feedback during his discussion at the fair. "The fair is a useful platform for trade professionals to gather the latest sector developments and also to seek new business opportunities as well as source quality fabrics from good suppliers."

Equally as popular at this year's panel discussion was the one lead by Sustainable Fashion Business Consortium, a Hong Kong organisation that encourages sustainable initiatives was a first time exhibitor this year. "The objective of these types of platforms are for professionals to share sustainable practise and to bring awareness to different groups. We will certainly participate again," said Mr Anderson Lee, Business Director for HK Non-Woven Fabric, a member of the Sustainable Fashion Business Consortium.

This year's show also promoted a series of design platforms. Among them were RE:BORN – an eco-focused fashion installation from students at the HKICC Lee Shau Kee School of Creativity; Ethical Fashion Forum EFF – an organisation that promotes ethical fashion from the UK; Texprint – a textile competition in the UK and the Designer's corner highlighting fashion pieces from the Hong Kong Fashion Designers Association and the Hong Kong Polytechnic University.

Joanne Bowring, Public Relations and Sponsorship representative for Texprint, spoke of the meaningful dialogue that the winners of the competition engaged in at the fair. "The possibilities and the potential for business at Interstoff are wider and more real than an other trade event. Buyers here are direct and they know what they want. It has certainly been a positive experience for everyone here."

The next edition of Interstoff Asia Essential will run from 17 – 19 March 2010. For photos featured at Interstoff Asia Essential 2009 or information on the upcoming fair, see [www.interstoff-asia.com](http://www.interstoff-asia.com) or email [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com).

For information on all Messe Frankfurt apparel textile fairs around the world, please visit <http://www.interstoff.com>. ♦

