

## 7<sup>th</sup> Textile Asia: International Textile and Garment Machinery Show

The International Textile Asia 2010 Exhibition, one of the most promising and enduring Event to be held for the 7<sup>th</sup> successive year at the Karachi Expo Centre from 10 - 12 April 2010 is the official event of the Federal Ministry of Textile Industry. The event is being organized at the most opportune time when the global recession is over and the government is looking forward to modernize and upgrade the textile sector of the country for better quality products and enhanced productivity. The exhibition aims to focus on the immense buying selling potential of textile & garment machinery, accessories, raw material supplies, chemicals and allied services under one roof.

Cotton is the cash crop of Pakistan. The quality of cotton and cotton related products of Pakistan are unmatched in the international markets. The exports of textile and textile products of Pakistan have again registered an increase after a dismal performance last year. The government through the new Textile Policy has offered various incentives for the industry's up gradation and modernization.

According to the show organizers, Ecommerce Gateway Pakistan (Pvt.) Ltd., Pakistan is at the center of a rapidly developing textile and garments manufacturing region. There exists a strong political will to modernize the textile sector and there is an increasing demand for compliance with ISO and other international quality certifications and standards.

As the textile industry of Pakistan is again poised for up-gradation and the businessmen are seeking new solutions to bring more efficiency in their production systems.

Textile Asia was conceived with the idea to display on a single platform textile

textile sector of Pakistan to meet and exchange ideas how to work together and to make the textile sector more competitive through collaborations, joint venture and trade. Moreover, it is expected that Textile Asia would instigate the much needed flow of investment for the value addition.

Textile Asia 2010 will present relevant and much needed technologies of hundreds of international brands. The event will attract participation of more than 300 exhibitors directly or indirectly through their Pakistani representatives from, China, India, Singapore, Korea, Japan, Malaysia, Thailand, Hong Kong, Indonesia, Turkey, Czech Republic, Sweden, United Kingdom, Germany, France, Italy, Spain, Switzerland, Ukraine, Belgium and United States of America.

The event is expected to be attended by over 40,000 corporate visitors from the textile industry of Pakistan. The exhibition space has been increased by more than 16% as the larger Hall 4 has been engaged in place of Hall 1 of Karachi Expo Centre for Textile Asia 2010.



machinery from all over the world. This exhibition provides excellent environment for stakeholders in the

The event on such a large-scale is promoting the soft image of Pakistan internationally and the foreign participants will return back to their countries remembering Pakistan as a hub of business activities.

This will have a multiplying affect and would result in increased foreign participation in the coming years. From Textile Asia 2010, the relevant institutions and students will also gain awareness of the advancements in the sector.

Textile Asia 2010 is an official platform of the Ministry of Textile Industry and Government of Pakistan to upgrade and strengthen Pakistan's textile and garment-manufacturing sectors.

Dr. Mirza Ikhtiar Baig, Federal Advisor on Textiles, Government of Pakistan, will inaugurate the event with other dignitaries.

Two seminars are also being held on 10 & 12 April 2010 on the topics "New Technology For Value Added Textiles" & "Eite Compact Technology & Energy Efficient Spinning" respectively, organised by Associated Textile Consultants.

Dr Khurshed Nizam - President - ECG, Mr Sohail Aziz - Executive Director, Mr Mujib R. Siddiqui - GM Sales & Marketing & Ms Ghousia - Manager Marketing with ECG team made great efforts to make this event a mega success.

The visitors will be able to evaluate and compile a wide range of competitive information on products and suppliers in a focused environment to gain access to new markets.

Exhibitors participating in Textile Asia 2010 will establish their presence in the growing world market, meet regional policy and decision makers and they can also use this interactive platform to conduct customer-oriented research for their products and services. Textile Asia 2010 will be an ideal stage to test and launch new products and services in Pakistani market. ♦

