

Global economic recovery is underway and growth is expected on the back of ITMA ASIA+CITME exhibition

The reputation of ITMA ASIA + CITME 2010 as Asia's premier textile industry platform has been given a further boost following an announcement from the show organizers that all exhibition space has now been sold.

Over 1,100 textile and garment machinery manufacturers have applied successfully to exhibit at the second combined show, taking up 100,000 square meters of Shanghai New International Expo Centre.

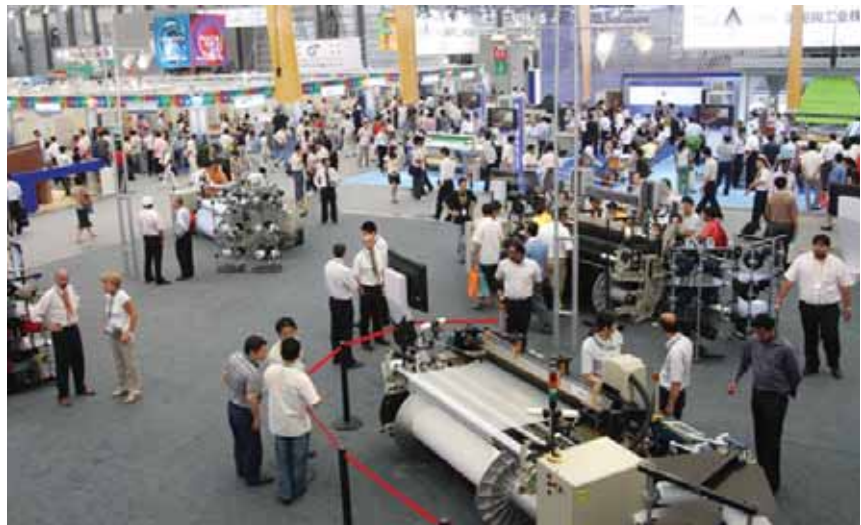
Chinese exhibitors make up the biggest country group at the show, which will be held from 22 to 26 June 2010. They have taken around 50% of the total exhibition space. Exhibitors from Europe form the next biggest contingent, taking up 35%.

Attesting to the popularity of the combined show, there is still a waiting list of over 50 manufacturers, according to show owners – CEMATEX, CCPIT Sub-Council of Textile Industry (CCPIT-Text), China Textile Machinery Association and China Exhibition Centre Group Corporation.

Ms Maria Avery, Secretary-General of CEMATEX, said: "Global economic recovery is underway and growth is expected to return to positive territory in 2010. Generally, businesses are more upbeat in their outlook, hence there is strong demand for the show. As the show date approaches, we are now actively promoting the exhibition in China and the rest of Asia."

The visitor promotion campaign which kicked off at the beginning of the year is now gathering momentum. On the domestic front, the organizers are now focused on reaching out to Chinese buyers from key textile hubs.

Regionally, they have formed strategic tie-ups with associations in India, Pakistan, Bangladesh, Vietnam, Indonesia and



Turkey. Promotion trips to Bangladesh, Egypt, Russia, Central Asia and India have already been made or are being planned.

A series of roadshows, specifically targeting Indian trade visitors, who formed the biggest group of overseas visitors to the 2008 show, was held earlier this year. Indian cities covered in the roadshows were Ahmedabad, Surat, Mumbai, Coimbatore, Tirupur, Erode, Madurai, Panipat, Ludhiana, Amritsar and Bhilwara.

ITMA ASIA + CITME 2010 is expected to attract trade visitors of some 100,000, a 10% increase from the last combined show, which drew 90,000 from 96 countries and regions.

Hassle-free visitor registration services

To ensure that ITMA ASIA + CITME is an industry-leading market place and to attract quality attendance, visitors will need to purchase badges costing RMB 100 for a

five-day pass and RMB 50 for a one-day pass.

Visitors who register online at www.itmaasia.com and www.citme.com.cn before 10 June 2010 will enjoy a discount of 40%. This service is also extended to exhibitors who wish to purchase badges for their guests.

For added convenience, visitors may print their badges after successful registration. This time-saving feature further helps visitors to avoid possible long on site queues during the show.

ITMA ASIA + CITME 2010 is organized by Beijing Textile Machinery International Exhibition Co Ltd. and co-organized by MP International Pte Ltd. The Japan Textile Machinery Association (JTMA) is a special partner of the combined show. Those interested in visiting ITMA ASIA + CITME 2010 can obtain more information from www.itmaasia.com or www.citme.com.cn.



Comments of the organizers

Mr Edward Roberts, President of CEMATEX, the European Committee of Textile Machinery Manufacturers, stated: "Both China and India are major textile manufacturing centres and their positive economic growth is extremely good news for the industry."

"We are delighted with the response to our exhibition. It proves that there is great need for an industry-leading platform in Asia where established textile machinery manufacturers can promote their products and services and network with their customers."

Mr Gao Yong, President of CTMA (China Textile Machinery Association), agreed: "The combined show is an excellent platform to reach Asian buyers. Even though economic conditions may be difficult at the moment, textile makers recognize that it is even more critical for them to invest in better technological solutions and to upgrade their facilities."

"In fact, the Chinese textile industry has shown resilience despite the financial crisis, due to its policy to accelerate the pace of adoption of technology, increase worker productivity, and implement quality management standards."

According to the China National Textile & Apparel Council, China has made an investment of 241.8 billion yuan in the textile industry, between January and December 2009. This is an increase of 7.9% over the same period last year. New projects registered by the textile industry totalled 6,395, up 21.7% from that of the January to October 2008 period.

The last combined show in 2008 drew 1,368 exhibitors from 30 countries and regions and more than 90,000 trade visitors from 96 countries and regions.

Speaking at the ITMA ASIA + CITME 2010 press conference held at the Shanghai New International Expo Centre in Shanghai, Mr Edward Roberts, President of CEMATEX, stated: "These shipment statistics clearly demonstrate that Asia represents the best market opportunities for machinery makers, and we look forward to the support of major manufacturers in our second combined showcase. ♦"

