



VDMA: Upward trend of textile machinery industry ahead of ITMA ASIA + CITME 2010

The VDMA (Verband Deutscher Maschinen- und Anlagenbau - German Engineering Federation) is one of the key association service providers in Europe and offers the largest engineering industry network in Europe. The VDMA represents 3,000 mainly small/medium size member companies in the engineering industry, making it one of the largest and most important industrial associations in Europe. The VDMA covers the entire process chain - everything from components and plant manufacturers, system suppliers and system integrators through to service providers. A network of well over 20,000 decision-makers and specialists from 3,000 member companies and 400 committed experts from the VDMA and its service companies ensures the quality of their services.

Resource-efficient production in the forefront for German exhibitors

Just in time before the leading trade fair in Asia, ITMA ASIA + CITME 2010, which will open its doors end of June in Shanghai, the economical sky for the textile machinery industry finally brightened again.

Incoming orders were 130 percent above the result of the first quarter of the year before. VDMA Textile Machinery Association predicts an increase in sales volume of 30 to 35 percent compared to 2009.

"After two extremely difficult years, the German textile machinery manufacturers are guardedly optimistic for the future" explains Fritz P. Mayer, Chairman of the Textile Machinery Association and Managing Partner of Karl Mayer Textilmaschinenfabrik GmbH.

Order inflow clearly increased

In 2008 and 2009, the companies of this branch had to accept a historical slump with its consequences on production and export. After a soil had developed in the first quarter of 2009, from the fourth quarter 2009 the incoming orders significantly increased.

As a result, the exports also developed positively. In the last quarter of 2009 they reached a volume of 555 million Euros. In January and February 2010 already, textile machinery worth 533 million Euros have been exported so that - even with a conservative estimate - a clear increase of the exports has to be expected for the overall first quarter.

Asia dominated the purchase markets

55 percent of the overall exports in 2009 representing 1.8 billion Euros went to Asia. The two big volume markets alone, China and India, imported German textile machinery and accessories of roundabout 628 and 161 million Euros respectively.

In January and February 2010, the exports to China rose by 37 percent to 83 million Euros compared to the same period the year before.

Besides China also the exports to other Asian countries showed a clear stimulation of the market: Iran 6.8 million Euros (+50%), Thailand 4.1 million (+42%), Vietnam 1.7 million (+35%) and Bangladesh 2.7 million Euros (+8%).

5,000 square meters made in Germany

This favourable economic trend is also reflected by the German participation in ITMA ASIA + CITME 2010. With 105 exhibitors the German companies represent the biggest European group within the CEMATEX countries. All renowned manufacturers will be present at this leading fair in Shanghai and show innovative textile production technique "made in Germany".

Main topic: Efficiency in energy, material and resources

At this ITMA ASIA, sustainable textile production will be the main topic. It has concrete aspects with regard to economy and politics (prices of energy and raw materials, costs of material, stronger environmental regulations).

Some of the textile manufacturers are studying their material flow and their production process under the aspect of sustainability with regard to consumer protection, exhaust air and waste water, job security and resource-efficiency.

It is not for nothing that China as the biggest textile market has incorporated this subject into its five-years-plan. The German manufacturers at ITMA ASIA will show ways to substantial energy, water and material savings with pioneering technologies.

VDMA at ITMA ASIA + CITME

The first point of contact for trade professionals, who are interested in technology made in Germany, will be the

VDMA info booth at the Association Village, hall E1, booth D61.

Among the 26 member companies, who will participate in the fair under the roof of the national sector group, each six companies will be located together in hall W2 (International Spinning Machinery) and in hall W5 (Dyeing & Finishing) respectively. The other 14 member companies will be positioned individually.

Internet-based exhibition guide "Come by and see"

Trade professionals, who want to make contacts with German exhibitors ahead of the exhibition can use "Come by and see", the helpful assistant offered by VDMA.

This internet-based exhibition guide lists all VDMA member companies exhibiting at the fair according to their alphabetical order, to the respective branch and the hall. Using the contact form, visitors can arrange a meeting with the respective company at the fair. By a direct mailing "Come by and see" will be distributed end of May to about thirty thousand textile manufacturers in all important Asian markets. A printed version of "Come by and see" will be handed out at the VDMA information booth.

Business directory and buyer's guide "Nonwoven Machinery"

Also at the VDMA information booth, interested trade professionals can get the updated Chinese version of the business directory "Textile Machinery - Made in Germany - Made for Success", showing in a neat matrix the production programme of all member companies of the VDMA Textile Machinery Association. Those trade professionals, who are particularly interested in nonwoven machinery, will find a compact overview of the VDMA member companies in this field in the new brochure "Nonwoven Machinery - German technology - Products and suppliers". ♦