

# Editor's Page

## ITMA 2011 Surpasses all Expectations



ITMA 2011 held in Barcelona for the first time, was a resounding success by any standard. Rightfully labeled as the Olympics of the textile industry, it was reassuring to see once again a very busy ITMA exhibitions with intense negotiations and meetings taking place everywhere. Most of the exhibitors were satisfied with the contacts made during the show. Some were even pleasantly surprised at the actual level of business that took place. Held at Fira de Barcelona Gran Via fairgrounds, over 100,000 visitors visited ITMA 2011

According to the organisers, quality of visitors was high with 70% being the decision-makers, or those who influence the investment decision. The global textile industry having recovered from one of the worst recessions in the history seems eager to invest in the latest technology as evident from the activity during ITMA. The headline of ITMA Daily News for 27th September loudly proclaimed, "Navis TubeTex celebrates sell-out. Masood Textile Mills of Pakistan purchases the entire line of products on display on display in Barcelona." Masood is indeed one of the most progressive and visionary textile manufacturers from Pakistan .

The success of ITMA validates CEMATEX's firm belief to retain ITMA in Europe despite all criticisms. ITMA Asia serves the regional markets of Asia particularly China quite well while the parent exhibition, ITMA remains the the primary showcase of innovative technological developments. According to Steve R. Combes, President CEMATEX, "ITMA 2011 has surpassed our expectation. According to our national association, their members have reported significant enquiries and many have taken even more orders than they hoped for. The sales and serious enquires generated from international visitors are greatly appreciated by the exhibitors, and our participants have all given a very positive response to the show."

Credit goes to CEMATEX, the show owners and also to the organisers, MP International with their 10 year experience of organising ITMA Asia, for putting up an impressive show in Barcelona. MP International organised successful visitor promotion programs in different countries with important textile industries including Pakistan. The visitor promotion in Pakistan was organised by MP International in collaboration with Pakistan Textile Journal. Major textile centres of Karachi, Lahore and Faisalabad were covered through road shows and visits to textile mills, relevant government organisations, textile associations and educational institutions such as National Textile University Faisalabad who were were sufficiently convinced and motivated to participate in ITMA as exhibitors in the enhanced Education and Research section.

This ITMA with new chapters of fibre and yarn as well as garment making technology had a wider appeal. According to Denise Sakuma, Global Director of Brand and Communications, INVISTA Apparel Business, "The opening of a fibre and yarn sector was one of the greatest initiatives announced for ITMA's 60th anniversary edition. We could meet both current and new customers from around the globe."

ITMA was further supported by the concurrent conferences foremost being the World Textile Summit organised jointly by CEMATEX and ITMF, International Textile Manufacturers Federation (ITMF), whose President is our own, Mr. Bashir Ali Mohammad of Gul Ahmed Textiles. Other events included Sustainable Textile Leaders Roundtable, Textile Dyestuff and Chemical Leaders Forum, Young Entrepreneurs of Textile International Meeting.

In view of the success of ITMA, there are indeed great expectations from ITMA Asia - CITME 2012 to be held in June 2012. Next year is expected to be even better for the global textile industry. Our readers can count on first hand coverage of all important textile events by our editorial team. ♦