

## Registrations received for the 'High-Tex from Germany' special event above expectations

BMW, AUMA and textil+mode delighted with the result. The number of registrations received by the deadline for 'High-Tex from Germany' is more than encouraging. Altogether, 53 companies will make presentations within the framework of this special event at Techtextil Russia in Moscow from 12 to 14 March 2012. Of these exhibitors, 45 are manufacturers of nonwovens and technical textiles or research institutes. Rounding off the spectrum are eight manufacturers of textile machinery. Additionally, the research institutes will hold a one-day scientific symposium as part of 'High-Tex from Germany'.

The special show can also boast a number of high-ranking guests with acceptances having already been received from Ernst Burgbacher, Parliamentary Secretary of State and Commissioner of the German Government for Small to Medium-Sized Companies in the Federal Ministry of Economics and Technology (Bundesministerium für Wirtschaft und Technologie – BMW), and Holger Lösch, Member of the Executive Board of the Federation of German Industries (Bundesverband der Deutschen Industrie e. V. – BDI).

"We are more than satisfied with the number of registrations received, which has exceeded our expectations. This 'High-Tex from Germany' ranks among the most successful events since it was launched in 2000. We have not only reached but also exceeded our target of 50 participants", says Dietmar Schmitz, Head of the Fair Policy and EXPO Participations in the Federal Ministry of Economics and Technology. "Russia is a prosperous market. As a result of the numerous construction, industrial and infrastructure projects, there is an enormous demand for technical textiles there. German companies and institutes are highly regarded as business partners and have a good reputation in Russia", adds Schmitz. It is predicted that Russia will invest around € 1 trillion in modernisation projects by 2030. In Russia, 'Made in Germany' is seen as a seal of quality and is an unequivocal competitive advantage.

To ensure the event is a great success for all concerned, exhibitors have the chance to find out about the peculiarities of the Russian market. At a preparatory seminar, participants learn from highly qualified speakers everything worth knowing about a variety of subjects, such as customs, transport, technical regulations

and bureaucratic demands, while the matchmaking process at the fair ensures exhibitors make the business contacts they need. Peter Schwartz, President of the Confederation of the German Textile and Fashion Industry (textil+mode) and newly elected Exhibition President of 'High-Tex from Germany' says, "This is a very attractive market. However, it also represents a considerable challenge. Therefore, we aim to ensure that exhibitors are as well-prepared as possible before they leave for Moscow so they can conduct business successfully there."

The 'High-Tex from Germany' initiative is sponsored by the Federal Ministry of Economics and Technology in cooperation with the Association of the German Trade Fair Industry (Messeausschuss der

Deutschen Wirtschaft e.V. – AUMA), and supported by the Confederation of the German Textile and Fashion Industry. Responsibility for organising the event has been given to Messe Frankfurt. 'High-Tex from Germany' has already been held successfully in conjunction with Techtextil India (2007, Mumbai), Cinte Techtextil China (2002, Shanghai) and Techtextil North America (2000, Atlanta). In 2012, the special event will open up the Russian market to manufacturers of technical textiles as part of Techtextil Russia.

The focus of their presentations will be on the automobile industry, the infrastructure and on nonwovens for use in the medical field. Additionally, special attention will be paid to ecological and sustainable aspects. ♦

## Yarn Expo Spring: China International Trade Fair for Fibres and Yarns

- ❖ China's only upstream yarns and fibre trade event scheduled to take place from 29 – 31 March 2012



- ❖ China turns to sustainable and innovative yarn and fibre materials

China's recent 12th five year plan focuses on the sustainable development and standardisation of renewable products derived from stem fibres, plants and animal protein as well as multi fibre blends by 2015. In light of this new direction, many textile mills in China are expected to double their production capacities, resulting in a growing demand for raw yarn and fibre materials. Yarn Expo China is the region's only specialised upstream yarns and fibre business platform that caters to this emergent market and will take place from 29 – 31 March 2012 at the China World Trade Centre.

The fair will focus on a range of products with natural and blended yarns at the forefront of buyer interest. According to visitor feedback taken in 2011, natural fibres and yarns including cotton, wool, flax/ramie are the most popular sourced items. Demand for regenerated and synthetic man-made fibres and yarns; specialty products; elastic, fancy and blended yarns as well as computer-related services are also on the rise.

### *China turns to sustainable and innovative yarn and fibre materials*

According to national statistics, regenerated fibres are in urgent need of development and application on the mainland including:

- ❖ More than 55 billion tons of regenerated cellulose fibres (bamboo and straw)
- ❖ 10 billion tons of regenerated polysaccharide fibres (crustaceans and marine shells)
- ❖ 13 – 15 billion tons of seaweed fibre resources
- ❖ 500 billions ton of protein fibre resources

Demand for multi-fibre blends that combine cotton and wool are also increasing as production rates are lower and they meet various requirements for product grades and specifications by different industry clients. In all, over the next five years, China's yarn industry goals have become more environmentally-friendly and socially responsible.

Yarn Expo is organised by Messe Frankfurt (HK) Ltd, the Sub-Council of Textile Industry – CCPIT, China Cotton Textile Association, China Wool Textile Association, China Chemical Fibres Association, China Bast & Leaf Fibres Textiles Association, and China Textile Information Centre. For further information please email [textile@hongkong.messefrankfurt.com](mailto:textile@hongkong.messefrankfurt.com) or visit: [www.yarn-expo-beijing.com](http://www.yarn-expo-beijing.com)

## Fairs & Exhibitions

**inter**textile  
SHANGHAI home textiles

### Intertextile Shanghai Home Textiles – Spring Edition

- ❖ Spring edition moves to beginning of spring to accommodate China's peak sourcing season.
- ❖ Three home textile events cover entire industry supply chain in China.

Intertextile Shanghai Home Textiles – Spring Edition 2012 has been moved forward to the beginning of spring and will take place from 29 February – 2 March, accommodating China's peak sourcing season for bedding and upholstery sectors. Next year, the fair will also be held in a new venue, with better facilities: the Shanghai World Expo Exhibition and Convention Centre.



Last year's show attracted 9,755 buyers while 96% attending came from China. "To meet the demand of our Chinese customers, I find it necessary to source in the spring season," said Ms Qi Wen, owner of Wuxi Ruyi Curtain, a domestic buyer who welcomes the date change.

"Positive visitor feedback proves that we are moving in the right direction with the new show dates, which will better serve the domestic Chinese market," said Ms Wendy Wen, Director Trade Fairs for Messe Frankfurt (HK) Co Ltd. "Apart from the Shanghai spring fair, we also offer two additional home textile events in China, covering the entire industry value chain," she added.

Intertextile Shanghai Home Textiles Spring focuses on the domestic market while the Autumn edition reaches a worldwide market from 28 – 30 August 2012 at the Shanghai New International Expo Centre in Pudong, Shanghai. Both editions are organised by Messe Frankfurt (HK) Ltd, the Sub-Council of Textile Industry, CCPIT and the China Home Textile Association (CHTA).

Further complimenting the range of home textile events in China is Intertextile Guangzhou Hometextile China that features upholstery suppliers and buyers. The fair organised by Messe Frankfurt (HK) Ltd, the Sub-Council of Textile Industry, CCPIT, the China Home Textile Association (CHTA) and the China Foreign Trade Guangzhou Exhibition Corp takes place from 18 – 21 March 2012 at the China Import and Export Fair Complex in Guangzhou, China.

For more information about these events, please email [texile@hongkong.messefrankfurt.com](mailto:texile@hongkong.messefrankfurt.com). ♦

### VXLRT VXL Ring Travellers



### PRECITEX Rubber Cots and Aprons



### UNIROLS CARD CLOTHING Unirols Card Clothing



### Shriji Sparekraft



Schleiferei Autocover (Model 130 / 230 / 330)  
Murata Mach Center (Model 7-II / 7-V / 21-C)  
Winding Machines

### Tex-Tech Comber Parts



### Autitex Bobbin Hangers & Silver Cans



### JINGWEI Spindle Bolsters & DL Ring Gyps



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