

Report on participation in TEXWORLD Fair, Paris from 15 to 18 September 2014

Introduction

As TEXWORLD is the only prominent Fair in the entire EU for Fabrics, in particular for Fashion and Functional Fabrics, it is considered that, showcasing the presence of major supplying countries is a must to increase market share in EU and also to meet with importers of Fashion and Functional Fabrics around the world.

With a view to showcase presence of India in the European market, the Council has organized a group participation of Indian exporters of Fabrics and Accessories at TEXWORLD Fair, held at Paris from 15 to 18 September, 2014. This initiative was supported by the Embassy of India in France, Ministry of Textiles and Ministry of Commerce by granting MAI funds. The Fair is a combined event of TEXWORLD & Apparel Sourcing Fairs, spread over 2 Halls. There were 92 exhibitors from India, of which, 53 participated through the Council (List of exhibitors participated through the Council is given at Annex I).

Objective of organizing group participation was to

- Promote “Brand India” image at this event
- Encourage SME sector to take advantage of participation in this premier event
- Encourage more number of Indian exporters of Fabrics to promote value added textile in the European market
- Showcase continuity of presence of India in the EU market
- Increase market share of India in this important market

About TEXWORLD, Paris

This Fair is considered to be: Worldwide Textile “Rendez-vous”

Show dates: 15-18 September, 2014

Location: Paris Le Bourget, France

Total Exhibition space: Approx. 43,000 sqm

“TEXWORLD – Paris” is a major venue for non-European fabric producers who want to meet their major clients from Europe, Gulf Region and North American countries. ‘TEXWORLD Paris’ Fair is a creative, competitive and entirely adapted to European needs and the show is organized by Messe Frankfurt France S.A.S. The advantage that Texworld has is that it is a tailor-made show to meet the buyers from all over the world in the present competitive market besides helping to:

- ❖ Get first hand information on the needs of the European market for Textile and Fashion.
- ❖ Meet major importers / buyers and agents in a high value market.
- ❖ Take advantage of Texworld's reputation and help in branding India as a hub for textiles
- ❖ Provide a gateway to Europe, as Texworld is a better, broader professional platform for supplying Apparel & Functional fabrics

Exhibitors Profile

Total number of Exhibitors were **1168 from 30 countries**

Austria: 1	Germany: 5	Netherlands: 6	Swiss: 1
Bangladesh: 12	Hong Kong: 53	Pakistan: 41	Taiwan: 58
Belarus: 1	India: 92	Philippines: 1	Thailand: 19
Belgium: 3	Indonesia: 8	Portugal: 2	Turkey: 100
China: 646	Ireland: 1	South Korea: 94	UK 1
Czech: 2	Italy: 1	Sri Lanka: 1	USA: 2
Egypt: 5	Japan: 4	Sweden: 1	Vietnam: 4
France: 2	Lebanon: 1		

It may be noted that **55% of total exhibitors are Chinese.**

Product Profile of Exhibitors:

Cottons, Denim, Embroidery, Lace, Functional fabrics, Knitted fabrics, Linen, Hemp, Prints, Shirting, Silk, Silky aspect, Wool, wool blends and Apparel Accessories

Texprocil's Booth at TEXWORLD

The Council had an info booth at the Fair providing information about the advantages of sourcing Fabrics and other Textiles from India. Trade enquiries were received from importers of fabrics in Kuwait, China, Macedonia, France, Turkey, Korea, Bangladesh, Slovak, Indonesia, and Taiwan.

Visitors Profile :

Manufacturers of clothing, Fabric Manufacturers, Private Label, Textile Retailers and Wholesalers, Garment Retailers and Wholesalers, Mail-order, Large scale retailing, Chain store, Department Store, Trading Companies, Agents, Designers, Buying Offices, Sales Representatives.

Unrest in Russia and Ukraine has resulted in very few visitors from CIS and Baltic region fearing their economy will not grow over the next few years.

Total number of Visitors

It is reported that the 4 days show attracted almost 14,000 visitors from 100 countries, recording slightly better turnout compared to last year September edition.

Some of the important visitors:

It has been reported by the organisers that major brands as listed below visited Texworld Fair at Paris from 15 to 18 September 2014,

▪ Marks & Spencer	▪ Charles Vogele	▪ Hugo Boss
▪ Odlo	▪ 3 Suisses	▪ Alain Weiz
▪ Armand Thierry	▪ Kiabi	▪ Leclerc
▪ Celio	▪ Cora	▪ Leclerc
▪ Decathlon	▪ Jules	▪ La Redoute
▪ Miroglio	▪ Redskins	▪ Rip Curl
▪ Teddy Smith	▪ Gerry Weber	▪ Promod
▪ Max Mara	▪ Gruppo Coin	▪ Benetton
▪ Peek & Cloppenburg	▪ Lindex	▪ Tommy Hilfigher
▪ WE Fashion	▪ Orsay	▪ Pepe Jeans
▪ Steilmann	▪ Alison Hayes	▪ Arcadia Group
▪ BHS	▪ Burberry	▪ Esprit
▪ Burton	▪ G-Star	▪ Debenhams
▪ Dewhirst	▪ Fruit of the Loom	▪ Lacoste
▪ Mackay's	▪ Marks & Spencer	▪ Matalan
▪ New Look	▪ Next Plc	▪ Puma
▪ River Island	▪ Tesco	▪ Kappahl
▪ Marc Jacobs	▪ Nike	▪ Perry Ellis
▪ Polo Ralph Laurent	▪ Quicksilver	▪ Topshop
▪ Victoria's Secret	▪ Stockmann	▪ Dunnes Stores
▪ Primark	▪ Asics Europe	▪ Carbone BV
▪ Etam	▪ M&S Mode	▪ H&M
▪ Reebok	▪ Quelle	▪ Helly Hansen
▪ Adolfo Dominguez	▪ Al Campo	▪ BCBG Max Azria Gr.
▪ Bershka	▪ Carrefour	▪ Camper
▪ El Corte Ingles	▪ Cortefiel	▪ Zara
▪ Induyco	▪ Mango	▪ Pimkie
▪ Pull Bear	▪ Springfield	▪ Mexx Europe

Publicity for the event:

Apart from the Publicity given by the Organizers, the Council also undertook extensive pre-event publicity as well as promotional efforts during the Fair.

- Hosting the list of Indian exhibitors on the Embassy of India, France website and e-mail blasts to all known importers of textiles in France.
- Distribution of Booklet of Brief Profile of all the Indian exhibitors at the Fair
- Branding at each of the Indian Booth

- Considering the huge presence of Chinese in this Fair, one page leaflet in Chinese, explaining 'Advantages of sourcing Textile from India' was circulated to all the Chinese exhibitors and visitors at the Fair.

Positioning the exhibitors in the venue

Unique feature of this Exhibition is, layout of the whole Exhibition Hall is always divided as per products listed above. Exhibitors were grouped according to their products and allocated stalls in their respective product area. Most of the visitors / buyers directly go to respective product area in which they are interested to meet their existing and prospective suppliers and do not bother to visit other areas / locations in the entire Hall. Therefore, it is important that the exhibitors carefully select their stall location in this Fair, failing which, they may not get right customers to visit their stall and accordingly, Indian participants were located all over the Exhibition Hall depending on their product range. .

Seminar organized by the Indian Embassy

Indian Embassy, Paris has organized a Seminar at the Council's info booth on the second day of the Fair (17th September 2014) for the benefit of the Indian exhibitors. Topic of the seminar was "Compliance requirement in EU countries and how it affects Indian exports to EU". Presentation made by Mr Anshuman Gaur, Consul (Commercial) at the Seminar was very useful to the Indian participants to strategize their marketing and promotional efforts.

Mr Gaur, in his presentation pointed out two important factors:

- a) European Union government authorities are keen to encourage manufacturing activity in EU. To give an edge to the manufacturers in EU, they are stipulating various barriers, such as, sustainability issue, social economic issue etc. One such regulation is proposed requirement of mentioning energy consumed in number of Kilo Watts at each stage of manufacturing to be printed on product labels, with effect from the year 2016 for suppliers in EU countries and from 2019 for non-EU countries.
- b) Countries like Turkey and Morocco are lobbying with EU authorities by undertaking negative propaganda on supply from India and other Asian countries so as to gain their market share.

Indian Embassy in France is undertaking extensive efforts in negating these efforts by making presentations in various Forums.

Other Fringe programs

Fringe programs organized during the Texworld Fair in the same venue include:

- Conferences
- Trend Forums
- Designers & Fashion Services
- Fashion Shows

(On day 2, 3 and 4, the organizers of the fair included two slots a day cat walk exclusively showcasing products of Indian exhibitors of shawls and scarves)

Focus Green Textiles

There is an increasing awareness amongst European consumers about sustainable practices, social standards and eco-friendly product range. This edition of TEXWORLD showcased 54 suppliers of 'organic cotton and linen, hemp, recycled material' and other sustainable textiles. Many of them were certified by GOTS; Organic Exchange; SA800, Fair Trade, WRAP and such other standards.

An 'Eco Itinerary' was marked on the stalls of suppliers of sustainable textiles by identifying with a 'silver; green; blue or brown' leaf on the name fascia of such suppliers, indicating suppliers' quality standards in terms of sustainability.

- 'Silver leaf' indicating 'Eco-friendly Material and Social Standards'
- 'Green leaf' indicating 'Certified Organic material; selected natural and recycled fibers, man-made biodegradable and optimized synthetic fibers'
- 'Blue leaf' indicating 'Optimized dyeing and finishing processes, natural dyes and environmental management system'
- 'Brown leaf' indicating 'Social Standards such as Fair Trade, Social accountability and Reporting Standards'.

Only two Indian exhibitors were listed in the list of suppliers of Green Textiles.

Feedback received from Indian exhibitors

- There were more number of visitors from other than EU countries, including South America, Mediterranean and Gulf Region.
- Most of the Indian exhibitors were keen to maintain continuity in participation in this Fair, however, due to high cost of participation, more support is expected from the Council and the Government, by way of increase in MAI benefit, particularly small and medium enterprises,

- Exclusive 'Trend Pavilion of Indian Fabrics' should be organized in a central location of the venue by displaying new sample collections from Indian exhibitors at the Fair.
- Texprocil's info booth should be located in two or three different product group areas.
- Texprocil should organize exclusive Seminar on the first day of the Fair by inviting a prominent importer as a guest speaker.

Support of the Indian Embassy in Paris

Embassy of India in Paris has extended full support to the group participation through Texprocil and promoting 'Brand India' image at this Show by:

- ❖ Pre-event publicity on the home page of the web site of the Embassy of India, France.
- ❖ Sending invites to all known importers of fabrics as per their database to visit the booths of Indian participants.
- ❖ H. E. Shri. Arun Kumar Singh, Ambassador of India to France, Embassy of India in Paris visited the Exhibition and interacted with the Indian exhibitors and guided them with various strategies to be adopted in expanding their business in the EU market. In particular, he was keen that the Indian exhibitors should focus more on selling to French market as the economy is improving.

Benefit from the Fair for the Indian Exporters

By showcasing continuous presence of Indian Exhibitors in a big way in this event will benefit the Indian textile industry in:

- Substantially increasing India's market share in Europe.
- Meet with importers of Fabrics visiting the Fair from major markets and discuss business opportunities.
- Understand the present market conditions, design requirements, fashion trends, strategies adopted by competitors etc.
- Promote 'Brand India' image in European countries.

Observations and Conclusion

- Most of the visitors were looking for new designs, blends, ecofriendly in fashion fabrics.
- Product profile exhibited by Indian companies were also at par while compared to that of exhibitors from other countries.
- Demand is more for value added niche products, such as high quality transfer print fabrics, hand embroidered fabrics, natural fibre fabrics, such as hemp, flax blended with cotton etc..
- Presentation of products by Indian exhibitors need to be improved to match international standards.

- European consumers are giving importance to ecofriendly products. Indian exporters need to focus more on ecofriendly / ethical practices certification, CSR, sustainability certification etc to increase export to EU..
- In the absence of any other major Fair for Fabrics in the entire EU, most of the Indian exhibitors were keen to maintain continuity in participation in this Fair in coming years.
- To showcase the presence of India in the EU market, it is necessary to continue organizing group participation with MAI support, with specific emphasis to support more of MSME participation in TEXWORLD, Paris.
- Mr Michael Scherpe, President, MesseFrankfurt, during his visit to the Council's info booth has appreciated the Council's efforts and support of the Indian Embassy in providing value added service to Indian Exhibitors. He has shown interest to help the Council in organizing pre – event seminars / workshops in India to explain importance of appropriate preparation and presentation of samples by the exhibitors.

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