

Report on Participation in COLOMBIATEX, Medellin, Colombia (27 - 29 January, 2015)

Realizing the importance of Colombian market for Textiles in the Latin American region, the Council organized a group participation of Members in ColombiaTex held at Medellin city, Colombia from 27 to 29 January 2015. This is one of the MAI events with the financial support from Government of India.

About ColombiaTex

ColombiaTex is the premier Fair for Textiles held every year during 3rd week of January at Medellin city, Colombia, mainly to showcase Textile products of Latin American Countries targeting visitors from all over American continent. This Fair is equivalent to Texworld of Paris. Participants profile, stall designing, display, fashion shows by individual companies and country pavilions were at par with International Fairs.

This is one of a very few Fairs in the World providing limited access to Asian suppliers to exhibit, mainly due to fear of competition to domestic suppliers. With the persistent efforts of the Council and with the support of Indian Embassy in Colombia, group participation of Indian exhibitors was allowed for the past two editions of ColombiaTex.

Exhibitor Profile

Total 559 exhibitors from 19 countries participated in the 26th edition of ColombiaTex.

Country pavilion includes:

- Colombia
- Mexico
- Brazil
- Spain
- Turkey
- India
- Italy
- Peru
- Portugal
- Ecuador

Exhibitors included:

- Manufacturers of Textiles
- Agents
- Trading companies
- Suppliers of Accessories etc,

Product Profile at ColombiaTex

- Cotton grey yarns, dyed yarns, fancy yarns, OE and RS yarns
- Polyester filaments
- Denims
- Grey fabrics, prints, Yarn dyed fabrics and piece dyed fabrics
- Fashion fabrics / Apparel fabrics
- Terry Towels, Bed Linen and Curtains

➤ Accessories and garment finishing machineries

Visitor Profile

It is reported that 10,300 domestic buyers and 1,900 international buyers visited the Fair over the 3 days period. Total number of visitors to the Fair including buyers and others was 27,300.

International visitors were mainly from:

- Germany
- Canada
- Curacao
- Finland
- Italy
- Norway
- Czech Rep.
- Thailand
- Venezuela
- Chile
- Ecuador
- France
- Jamaica
- New Zealand
- Dominican Rep.
- Taiwan
- Austria
- China
- UAE
- Netherlands
- Japan
- Pakistan
- Russia
- Turkey
- Belgium
- S. Korea
- Spain
- Honduras
- Lebanon
- Portugal
- Singapore
- Uruguay
- Brazil
- Costa Rica
- USA
- England
- Mexico
- Puerto Rico
- Switzerland
- Peru

Highlights of Indian participation

There were 26 Indian exhibitors. Products exhibited by the Indian exhibitors include: Grey Yarns, Grey Fabrics, Denim Fabrics, Yarn Dyed Fabrics, Piece Dyed Fabrics, Polyester filaments, Suiting Fabrics, Value added Knitted Fabrics etc.

Visit of Ambassador of India

AH. E. Shri. Prabhat Kumar, Ambassador of India to Colombia and Ms Jenny Luna, Honorary Consul General of India in Madeline city visited the Fair on 27 and 28 January and interacted with each of the Indian exhibitors discussing demand for their product range in the LAC region and also advised the participants on strategies to be adopted in increasing export to Colombia.

Coverage by local Media

During the Fair, several local Media / Press people visited the India pavilion giving wide coverage for the presence of Indian participants. There is a wide spread awareness amongst the Colombians that China is selling its T & C products in Colombia at cheaper prices affecting the domestic industry. While looking at the Indian suppliers for the first time in this Fair, the Media was keen to know strengths of Indian suppliers and how we differentiate from the Chinese suppliers.

Shri. Ujwal Lahoti, Deputy Chairman of Texprocil has briefed the Media about strengths of Indian Textile manufacturing sector and explained that India is exporting more of raw material such as Yarn and Fabrics to Colombia to support the clothing manufacturers to add value and export their products.

Present tariff structure (average import tariff) in Colombia is:

Cotton Yarn	:	5 %
Fabrics	:	9.63 %
Made-ups	:	13.83 %
Knitted apparel	:	15 %
Woven apparel	:	15 %

India is mainly supplying Cotton Yarn and Denim Fabrics to this market.

Response from the Visitors

Visitors to the India Pavilion were interested in:

- Fashion Fabrics for ladies dress material
 - Shirting Fabrics
 - Cotton / Polyester blended woven fabrics
 - Denims
 - Cotton Yarn
- ❖ Several visitors were keen to visit India to meet more suppliers and preferred to coincide their visit with good **Textile Fairs in India.**

List of Indian Exhibitors

1. Acme International Ltd.
2. Apsara Silks
3. Arvind Limited
4. Chennai Textiles
5. Delmonte Fashions
6. Esspee Clothing Company
7. Eurotex Industries & Exports Ltd.
8. Ginni International Limited
9. Glowfab Fashions Pvt. Ltd.
10. JCT Limited
11. KG Denim Ltd.
12. Kikani Exports Pvt. Ltd.
13. KTC Export Pvt. Ltd.
14. Nagreeka Exports Ltd.
15. NeoTex Yarns Private Limited
16. P. D. Impex
17. Platinum Textiles
18. Prime Yarns
19. Raymond Limited
20. Raymond Uco Denim Pvt. Ltd.
21. RSWM Limited
22. Sangam (India) Ltd.

23. Shroff Textile Exports
24. Sri NRKR Textiles Pvt. Ltd.
25. Suryavanshi Spinning Mills Ltd
26. Texperts India Pvt. Ltd.

Feedback from the Indian participants

Important feedback received from the Indian participants were:

- ❖ As the target customers for Yarn themselves were exhibitors at this Fair to sell their finished products, the Indian exhibitors of yarn had to meet the major importers at their respective Stands in different Halls.
- ❖ Quality of the buyers for Denims and Fashion Fabrics was very good.
- ❖ It is felt that a one day BSM in Ecuador or Peru to coincide with next edition of ColombiaTex will be useful.

Conclusion:

- Considering the market demand and nature of the event, emphasis need to be more on promoting export of fabric to this market (in addition to Yarn).
- More publicity at the Venue (in different Halls) will be undertaken in the next edition so as to attract attention of visitors.
- A series of press releases (three months prior to the event) need to be released in the local media publicizing the strengths of Indian exhibitors participating in the Fair.

As this Fair attracts visit of big importers in the LAC region, it is necessary to continue to organize group participation of Indian exporters in this Fair in coming years.

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