

## **Report on the Council's participation in InterTextile, Shenzhen Fair from (10 - 12 July, 2014) at Shenzhen, China**

### **Preamble**

China is one of the important trading partners for India in Textile trade, with US\$ 4.02 billion export from India to China in the year 2013-14. Cotton and Cotton Yarn are the two major products imported into China from India. In the year 2013-14, China imported a total of 2,127 Mn Kgs of cotton Yarn from all sources, of which, import from India was 643 Mn Kgs (30 % share).

Of the total cotton yarn imported into China, it is reported that more than 30% is consumed in South China, in which Pakistan has a very strong presence. While Indian cotton yarns are well accepted in East and North East Provinces of China, there is a need to increase India's market share in South China so as to achieve higher growth in this high volume market.

With this background, the Council organized a group participation of Members in 'InterTextile Shenzhen' for the second time. Even though this Fair is mainly for Fashion Fabrics and Accessories there were Yarn as well as Fabric exhibitors in the India pavilion. At the request of the Council, the organizers Messe Frankfurt HK Ltd., undertook wide publicity to create awareness amongst Chinese companies about presence of Indian Yarn and Fabric exhibitors in this event.

### **Exhibitors Profile**

InterTextile Shenzhen Fair was spread over 3 Halls at Shenzhen Convention and Exhibition Centre and there were 590 exhibitors from 8 countries and region.

South Korea, India, Hong Kong and Taiwan organized country Pavilions in addition to the Provincial pavilions from all over China as shown in Table below.

➤ Following **Indian Companies** exhibited at this Fair:

1. Chennai Textiles
2. Damodar Industries Ltd
3. Damodar Menon International Pvt Ltd
4. Envison Exports Pvt LTD
5. Excel Enterprise
6. Govindji Trikamdas & Co
7. Kikani Enterprises Pvt Ltd
8. Lahoti Overseas Ltd
9. Prime Yarns
10. Sakku Spinning Mills Ltd
11. Sri Lakshmi Exports
12. T T Ltd
13. Vinayak International
14. Texprocil

Country / region wise break up of exhibitors:

Country	No. of Exhibitors	
China Total	578	
Province wise:		
Anhi		2
Beijing		1
Fujian		10
Guangdong		102
Guangxi		1
Hebei		1
Hunan		1
Jiangsu		152
Shandong		4
Shanghai		40
Shanxi		1
Sichuan		1
Zhejiang	262	
Hong Kong China	12	
Taiwan China	12	
India	14	
Japan	3	
South Korea	44	
Singapore	1	
U K	1	
TOTAL exhibitors	665	

**Visitor Profile**

According to the organisers approx. 17,000 visitors visited the Fair during the 3 days. Footfall in India Pavilion was also encouraging.

Visitors include: agents, textile manufacturers, direct importers of yarn and fabrics, import-export corporations, garment manufacturers , important Associations etc.

Very few overseas visitors could be seen at the Fair.

**Product Profile**

Products exhibited at the Fair include: Yarns & fibres, Fashion Apparel Fabrics, Functional Fabrics, Printed fabrics, embroidery and lace fabrics and Accessories.

## **Publicity undertaken**

### *Pre-event publicity:*

- The Council sent approx 450 email invites (along with company profiles of all the participating Indian exhibitors) to all known Chinese companies.
- Organisers sent a series of mail blasts to approx. 22,000 Chinese & Hong Kong based textile companies as per their data base, specifically mentioning presence of Indian Yarn exhibitors at this Fair.
- Shenzhen Textile Industry Association sent a circular over mail to all their Members highlighting participation of Indian Yarn and fabrics exhibitors at this Fair.

### *Publicity at the venue:*

Following publicity materials were distributed at the Council's info booth:

- ❖ Participants Profile booklet
- ❖ Texprocil brochure
- ❖ One page write up on activities of Texprocil, in Chinese language.
- ❖ One page write up on 'Advantages of sourcing knitted fabrics and yarn from India', in Chinese language.
- ❖ In addition, Profile booklet along with one page flier on 'Advantages of sourcing knitted fabrics and yarn from India' were distributed to all the Chinese exhibitors (in Cotton section of the Fair) and Korean exhibitors with a request to visit India pavilion.

### *Feedback from Indian Participants*

- Most of the visitors were from other Provinces, such as, Zhejiang, Fujian etc.
- Quality of visitors were better than expectations.

### *Observations at the Fair*

- ❖ Several visitors were spending more time at the booths of first time exhibitors from India at this Fair.
- ❖ Some of the knitting and weaving companies in South China are already using Indian and Pakistani yarn, sourced through trading companies in Hong Kong and Shenzhen. These companies have shown keen interest to import directly.
- ❖ Demand is more for cotton yarn of counts 12s, 16s and 21s OE and 21s, 32s, 40s carded and combed knitting yarn; Fashion Fabrics, Denims; bottom weight grey and dyed fabrics.

### Conclusion

- Visitor turnout at India pavilion was encouraging. Quality of visitors was good and awareness amongst the South China based textile companies was created about participation of Indian Yarn suppliers in this Fair.
  
- As more than 30% of cotton yarn imported into China is destined to South China, if the Indian Yarn and Fabrics exhibitors continuously participate in this Fair for the next two years, this Fair will attract visit of major importers in South China (Guangdong, Fujian etc..) in addition to yarn and fabrics buyers from other parts of China and Hong Kong.

To suit this Fair, there is a need to promote Fashion Fabrics from India at this annual event

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