

Report on Council's participation in InterTextile Home Textile Fair, Shanghai, China from (27 to 29 August, 2014)

With a view to keep abreast of recent market trends in Home Textile sector in China and other exhibiting countries, as well as to explore possibilities of exporting Indian Home Textiles to China and other Far Eastern countries, the Council organized a group participation in the Fair, held at Shanghai from 27 to 29 August 2014.

About InterTextile Home Textile Fair:

This Fair is held once in a year at Shanghai and once in year at Guangdong, attracting importers of Home Textiles from all over the world to meet with suppliers at one location. Total exhibition area at the August 2014 edition of the Fair in Shanghai was 1,40,000 sq mtrs, with 1334 exhibitors from 31 countries and regions. There were 1,071 domestic and 263 overseas exhibitors.

Exhibitor profile:

Overseas exhibitors were from: Australia, Austria, Belgium, Canada, Denmark, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Israel, Italy, Japan, Korea, Lithuania, Mongolia, Morocco, Pakistan, Poland, Portugal, Spain, Swiss, Taiwan, Thailand, Netherlands, Turkey, UK and USA.

Out of 1071 Chinese exhibitors, 733 were from Zhejiang Province alone and 126 from Jiangsu Province, thereby indicating dominance of the manufacturers located in East China in supply of Home Textile products.

Amongst overseas exhibitors, 41 companies participated from Turkey in addition to 86 companies from Europe, showcasing best of their textile products, including new fibre blends, high end fabrics for conversion in to home textiles and bedding products (including quilts filled with various fibre to suit different weather conditions).

Country Pavilions at this Fair were:

- Belgium (6 exhibitors)
- European Zone (24 exhibitors)
- India Pavilion (8 exhibitors)
- Italy Pavilion (5 exhibitors)
- Korea KFTA Pavilion (18 exhibitors)
- Korea – Chungnam Pavilion (5 exhibitors)
- Morocco Pavilion
- Pakistan Pavilion (11 exhibitors)
- Taiwan Pavilion (20 exhibitors)
- Turkey pavilion (55 exhibitors)

Indian Exhibitors at the Fair:

28 Indian companies participated in the August 2014 edition of InterTextile Home Textile Fair held at Shanghai. Alps Industries; Birla Century; D Décor Exports Pvt Ltd; Divya Global Pvt Ltd; Eastern Silk Industries; G M Fabrics Pvt Ltd; Sharda Exports; Shiv Shakti Exports; Sutlej Textile and Industries Ltd; Trend Setters in addition to 18 Members pavilion at Handloom Export Promotion Council.

Product Zones

Bedding Zone
Toweling Zone
Domestic Upholstery Fabrics Zone
Accessories zone

Product profile

- Bed linen, blankets and bedding
- Carpets and rugs
- Curtains, curtain accessories
- Home Textile accessories
- Table and Kitchen linen
- Terry, toweling products and bath mats
- Upholstery fabrics
- Wall coverings and interior products Fringe Programs
- Trend Forum
- Designer's Studio + Inter Textile Design Boutique
- China Home Textiles Trend Forum
- China Intangible Cultural Heritage Display area

Seminars & Workshops

Alongside the Fair, Seminars & Workshops on the following topics were held:

- Home Textile Design and Trend Seminar
- International Lifestyle Trend Forum
- Brand sharing sessions
- Testing and Certification Seminar
- Market Information Seminars

Seminar on Advantages of sourcing Indian Fabrics

In the Market Information Seminar session, on behalf of Texprocil, Mr. N. Ravindranathan, Joint Director, delivered a presentation on "Home Textiles from India : Adding Value to a Vibrant Sector".

Attendees at the Seminar had shown keen interest to know more about advantages of cotton textiles manufacturing in India, possibility of common business platform for Indian and Chinese textile exporters etc. Some of the attendees were keen to visit India to explore possibility of sourcing their fabric requirement.

Texprocil Pavilion at the Fair

The Council took an initiative to showcase the capabilities of Indian suppliers of Home Textiles at this Fair by booking a large booth of 102 sq mts with suitable branding so that interested Members can utilize this opportunity to explore possibility of doing business with the Chinese importers of Home Textile and also a meeting point for visitors from around the world to this premier event.

Three Indian Exhibitors (Birla Century, Tendsetters and Divya Textiles) displayed their products of Home Textiles at their respective display area within Texprocil pavilion. Quality of samples displayed at the info booth were highly appreciated by the visitors and also created an awareness about strengths of Indian manufacturers of Home Textiles.

Council's brochures along with one page leaflet in Chinese explaining the advantages of sourcing textiles from India was handed over to the visitors at the info booth.

A large number of visitors to the Council's booth had shown interest in Indian bed linen.

Meetings held alongside participation in the Fair

To coincide with the participation in the Fair, at the behest of the Council, China National Textile and Apparel Council (CNTAC) and China Home Textile Association (CHTA) organized meetings with some of the important Chinese Textile enterprises so that Indian participants could understand present status of the Chinese Home Textile sector, supply - demand situation of raw material required by them and explore possibilities of increasing Indian's share in supply of Fabrics for the benefit of Chinese Home Textiles sector.

On 27th August 2014 afternoon, participants at Texprocil Pavilion met with the following important Chinese Home Textile Enterprises exhibiting at the Fair (at their respective booths), as per pre-arranged meeting schedule:

- Jiangsu Jinkai Group Co Ltd (www.jktextile.com.cn)
- Bestwish Home (www.bestwish.com.cn)
- Paris Spring (www.pariscn.com)
- Qingdao Rosa International Corp
- Old Tailor International

All these Chinese companies are supplying high end bed linen and are mainly focusing on domestic market. They have shown keen interest to visit India to meet with major manufacturers of high end fabrics and explore possibility of sourcing their requirement of fabrics.

Feedback form Participants

- I. Visitor profile was good. However, business interest was shown only by visitors from countries other than mainland China.
- II. Chinese visitors were mainly feeling the fabrics displayed and just comparing prices.
- III. It is suggested to organize a B2B meetings one day prior to the Fair at a suitable venue with the support of local Associations so as to make important buyers and Chain Stores to visit India Pavilion during the Fair time.
- IV. It is suggested to organize one a day BSM at one of the major textile cluster one day after the Fair so as to add value to participation in the Fair.
- V. It is suggested to hire professional agency to help the Indian exhibitors to present their products at par with International standards.

Conclusion

- I. While discussing with Chinese Home Textile companies during participation at this Fair, It was observed that, there is an increasing demand for imported Fabrics and Home Textiles in China.
- II. This Fair attracts buyers from all over the world and most of them were looking for suppliers from India and other Asian countries, in addition to their existing suppliers in China.
- III. Most of the visitors shown keen interest in sourcing bed linen of approx. 300 thread count both in prints and yarn dyed.
- IV. Import tariff of 10% on Fabrics and 14 to 16 % on Home Textiles is a major deterrent to penetrate this high volume market.
- V. Demand for fabrics in each of the large scale Home Textile companies in China is huge and it requires consolidation of fabric supply at various weaving clusters in India.

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