

## **Report on TEXPROCIL's Participation in Texworld and Apparel Sourcing Show, Paris (9-12 February, 2015)**

### **Introduction**

With a view to promote export of value added textiles, realizing the fact that Paris is the Fashion Capital of the World and several major importers converge at "Texworld and Apparel Sourcing Show, Paris" Fair to source their requirement of all types of fabrics, the Council took an initiative to organize a group participation of Indian exporters of Fabrics and Clothing in this important Fair in Europe, held at Le Bourget Exhibition Hall in Paris, France from 9<sup>th</sup> to 12<sup>th</sup> Feb 2015.

Objective of organizing a group participation:

- Maintain the momentum of the "Brand India" image at this event
- Encourage SME sector to take advantage of participation in this premier event
- Encourage many Indian exporters of fabrics and apparel to participate in this Fair so as to promote value added textile and clothing products

### **About Texworld and Apparel Sourcing Show**

Organized by Messe Frankfurt France S.A.S, the 'Texworld and Apparel Sourcing, Paris' Fair is a creative and competitive Show which is entirely adapted to European needs. The advantage that this Fair 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 the Show's reputation and help in branding India as a hub for textiles
- Provide a gateway to Europe, as this Fair is a better, broader professional platform

This Fair is considered to be a Worldwide Textile "Rendezvous" where trade exchanges among thousands of visitors with exhibitors takes place on a single networking platform. The total exhibition space occupied at the fair was approx. 31,000 sqm with over 750 exhibitors from 38 countries participating under one roof, attracting 13,639 visitors from 111 countries during the 4 days of the show.

### **Exhibitor Profile**

In the February 2015 edition, 626 international exhibitors from 27 countries for Texworld and 164 exhibitors from 11 countries for Apparel Sourcing made the Show an “all-in-one” solution for the textile sectors listed below:

- Cotton
- Shirting
- Linen
- Denim
- Wool, wool-like
- Knitted fabrics
- Silk, silky aspects
- Embroidery, Lace
- Functional Fabrics
- Prints
- Trims & Accessories
- Scarves and shawls
- Yarns & Fibres
- Full package
- Clothing
- Style
- Trade publications

### **Positioning the exhibitors in the venue**

In this Fair, layout of the whole Exhibition Hall is divided into several areas 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.

**Country wise break-up of Exhibitors at Texworld and Apparel Sourcing Show, Feb 2015**

China	397
Turkey	90
South Korea	70
India	81
Taiwan	26
Pakistan	28
Thailand	21
Hongkong	22
Indonesia, Tunisia	8 each (total 16)
Netherlands	6
France, Vietnam, Bangladesh	4 each (total 12)
Germany	3 each (total 3)
Egypt, Japan, Italy	2 each (total 6)
Austria, Belgium, Cambodia Lebanon, United Kingdom, USA, Czech Republic, Portugal, UAE, Mauritius, Malaysia	1 each (total 11)
<b>TOTAL</b>	<b>790</b>

**Visitor Profile**

13,639 visitors from 111 countries were at the Show over 4 days which was up by 1% from last year. Europe was steady with a remarkable breakthrough by France (up 13%) and the UK (up 3% gain). Italy, Portugal and Germany saw a slight fall, whilst Spain remained steady, supported by its numerous fashion brands. Africa saw an increase of more than 6%, with Tunisia, Egypt and Mauritius well up. Japan saw an increase of 10%.

The 790 exhibitors at the two shows noted the high quality of visitors and the climate for business proved very positive. The exhibitors, arriving with some apprehension given the situation of the European economy, departed satisfied and reassured by the prospects and stable condition of the market.

**Visitor break up:**

Agent : fabrics	2052
Agent : garment	684
Agent : sourcing	325
Manufacturer : clothing	2792
Manufacturer : fabrics	905
Manufacturer : textile accessories	260
Manufacturer : yarns	119
Professional or public organization	143
Other professional : school	100
Retailer : fabrics	406
Retailer : garment	975
Style : designer	639
Style : private label	345
Wholesaler : fabrics	1257
Wholesaler : garment	493
Retailing : chain of store	655
Retailing : export buying office	140
Retailing : hypermarkets	61
Retailing : department store	219
Retailing : mail-order	68
Others	402

**India delegation**

There were 80 exhibitors (51 in Texworld and 29 in Apparel Sourcing) from India, of which 46 companies exhibited through Texprocil under the MAI scheme. The participants were from SRTEPC, Wool and Apparel Council showcasing products made from cotton, silk, wool, embroidery and lace amongst other categories.

Considering the nature of the Hall layout in this event and a wide range of product groups of those participating through the Council, stalls of the participants in the group were spread all across the venue, instead of a 'pavilion' at a combined location.

With a view to highlight the participation through the Council and to promote "Brand India" image, the Brand India logo was printed on the fascia of all the Indian stalls.

The response of buyers at the Show was encouraging, however it did show some signs that the market was feeling the impact due to the recent attacks in France. However Premier Vision which was held during the same time continued to have a good visitor turnout.

**Workshop conducted by Shri Anshuman Gaur, Counsellor (Economic & Commercial), Embassy of India**

France remains an important destination for Indian textiles and garments, but competition from other source countries has also increased. In order to better inform the Indian exhibitors and exporters about the French textiles market & the new trends in France and in order to improve the exports of Indian textiles to France, a workshop on 'Textiles Market & Trends in France for Indian Exporters' was conducted by the Embassy of India, Paris between 3.30 PM and 5 PM in the Texprocil booth. A total of 9 Indian exhibitors attended this clinic.

Mr. Anshuman Gaur, Counsellor (Economic & Commercial), Embassy of India, Paris spoke about the French textile market trends & how to approach the potential importers / buyers. The Counsellor (E & C) also answered questions related to French market in this sector. After the session, USBs were distributed by the Embassy with the contents of his presentation and EU market intelligence.

**Meeting with the Garment Manufacturers Association of Cambodia (GMAC)**

A meeting with the Garment Manufacturers Association of Cambodia was held at their booth in Texworld on 10<sup>th</sup> February, 2015 at 2.30 pm. The Cambodian textile and garment industry is based mostly on the CMT model and not FOB model as Fabric sourcing is done through nomination and decisions taken outside Cambodia like China, Hong Kong, Korea and Taiwan etc.

The Operations Manager, Mr Ly Tek Heng also shared the data of the garment producers in Cambodia.

**Meeting with the Tunisia Export Association**

Tunisia, a potential textile and garment manufacturing nation in North Africa had a pavilion at the Apparel Sourcing Show with about 8 participants. The council official met with the Chief Officer of the Tunisian Export Association, Mr Slim Yahia to understand the scope of fabric imports from India for their garment industry.

Mr Slim agreed to send the data of the Tunisian garment manufacturers and also details on the TEXMED Fair that is annually held in Tunis.

**Meeting with the Korean Textile Centre**

The Council's official met with Ms. Kelly Park, Deputy General Manager, Marketing Division of the Korean Textile Centre, which is a non-profit organisation that has only fabrics under its product purview. They have been representing Korean companies of fabrics and have a large delegation that exhibits in Texworld.

The Korean Textile Centre represented about 20 Korean companies at TEXWORLD through their samples.

### **Feedback from the participants through the Council**

Even though present conditions in Europe show that growth is slow, the participants were busy meeting their existing customers as well as some new prospective importers during the first two days of the show. However, visitor turnout during the last two days were thin as many buyers visited the Premier Vision Show held concurrently with Texworld. In general, all the exhibitors through the Council were satisfied in meeting their target business in this event and are keen to participate through the Council in the September 2015 edition of Texworld, Paris.

Feedback from the participants regarding the business generated showed that almost US\$ 10 million worth of orders were received at the Show with more business in pipeline till the next season.

The participants also felt that the Show should be reduced to three days instead of four days and this was also discussed with the organisers. Messe Frankfurt felt that if the Show is reduced to three days then the effective days of exhibiting will be just two days as the third day won't have enough visitors being the last day.

### **'TEXPROCIL' Information Stall**

The Council had a 21 sq mt stall at Texworld and there were enquiries for yarns and fabrics from buyers. A total of 9 trade enquiries were received at the stall with 67% of the visitors requiring various type of fabrics i.e. woven, knitted, denim and printed among others. The balance 33% was for yarns.

### **Other Fringe programs**

Fringe programs organized during the Texworld and Apparel Sourcing Fair in the same venue included: Conferences, Trend Forums, Designers & Fashion Fabric Experience, Designer & Fashion for Future and Designers & Fashion Services.

### **Conferences were held on many interesting topics including:**

How does Color Trends come up? Follow the exciting story of PANTONE Color of the Year 2015; Texworld Trends; PANTONE Color Trends Spring Summer 2016 and how you can work with these colors in the digital world; WellMade, Trends in social sustainability; the clothing textile sector in Tunisia – centre of excellence for an intelligent sourcing; and lot more.

**:: TEXPROCIL ::**