

Report on TEXPROCIL's Participation at Yarn Expo & InterTextile Shanghai Apparel Fabrics, China (18 to 20 March 2015)

In order to promote "Brand India image" and facilitate increasing India's export of Textiles in the Chinese market As well as to create awareness amongst the Chinese importers about the capabilities of the textile suppliers from India, the Council organized a group participation of Members at Intertextile Shanghai Apparel Fabrics & Yarn Expo, Shanghai, China from 18 to 20 March 2015 being held concurrently at National Exhibition and Convention Center (Shanghai), China.

Introduction

Yarn Import into China: China imported 541MnKgs. of Cotton Yarn (valued at US\$ 1640Mn) from India in the year 2014. India is the largest supplier of Cotton Yarn, followed by Pakistan and Vietnam.
Fabric Import into China: Even though China is the largest manufacturer of Fabrics in the World, it also imported US\$ 10,200Mn worth of Fabrics (of all fibres) in the year 2014, whereas, share of India was only US\$ 101Mn [0.99%].

Considering ever increasing production cost, including cost of raw material, power, labor cost etc., China is increasingly sourcing certain varieties of fabrics from other competitive countries. Recent study undertaken by the Council indicates that there is an increasing demand in China for imported Grey Fabrics, Yarn Dyed Fabrics, Fashion Fabrics etc.

There were 55 exhibitors at India Pavilion at 'Yarn Expo' and 'InterTextile Apparel Fabrics fair', held concurrently at Hall 7.2 in the National Exhibition and Convention Center (Shanghai), China.

Objectives of organizing group participation in "Yarn Expo & InterTextile Apparel Fabrics Fair" were:

- ❖ To project positive aspects of 'Brand India' image in the far Eastern market
- ❖ To invite attention of Chinese consumers on advantages of sourcing from India
- ❖ To meet with importers of fabrics visiting the Fair from around the world
- ❖ Showcase capabilities of Indian suppliers of Yarns and Fabrics.
- ❖ Increase export of Textile to China and Far Eastern markets.
- ❖ *Work towards narrowing down the overall trade balance between the two nations.*

This was one of the events supported by the Ministry of Commerce and Ministry of Textiles, Government of India.

India Pavilion at Yarn Expo & Inter Textile Fairs (18 to 20 March 2015)

The Council organized a group participation of Members at Yarn Expo with 55 exhibitors of Yarns and Fabrics. Most of the Indian exhibitors were focusing on the regular cotton yarns in the count range from 6s OE to super fine combed yarns upto 120s and a few exhibiting blended and fancy yarns, attracting a large number of visitors to the India Pavilion. The Council had an information booth at the Fair. A large number importers and prospective importers visited the Council's info booth seeking information on export of cotton and cotton yarn from India.

At InterTextile Apparel Fabric side of the Fair, 5 Indian exhibitors participated showcasing all types of fabrics, including cotton grey, embroidery, prints, yarn dyed, shirting, suiting, dress material, blended fabrics, functional fabrics, fabrics for Home Textiles etc. While the fair was well-attended by importers from all over China, it was also a key event for overseas brands who source from both Chinese and overseas suppliers.

Other Country / Region Pavilions were: Pavilions of European countries from: Bulgaria, Czech, France, Germany, Italy, Netherlands, Portugal, Slovenia, Spain, Switzerland, Turkey and the United Kingdom and also other countries including Taiwan Pavilion, Korea Pavilion and Japan Zone.

Visitor Profile

A large number of Chinese visitors and a few visitors from other countries visited India Pavilion at Yarn expo looking for sourcing regular yarn counts. During this edition, there was an increase in number of Chinese fabric manufacturers visiting the Fair to source their requirement directly thereby trying to avoid trading companies.

India Pavilion at Fabric side of the Fair attracted more number of visitors from other countries, such as, Italy, South Korea and USA etc. Chinese visitors at Fabric side of the Fair were mainly enquiring for supply of cotton yarn from India.

Meeting with CNTAC officials

Shri. UjwalLahoti, Deputy Chairman and Shri. Siddhartha Rajagopal, Executive Director, TEXPROCIL met with Mr.Gao Yong (CNTAC VP), Ms. Yuan Hongping (Director, Foreign Adffairs), Ms. Zhu Beina (CCTA Chairperson) and Mr. Yang Zhaohua (CHTA Chairman) and discussed about various initiatives to be undertaken for further promoting business cooperation and joint projects between the textile sector in both the countries.

Publicity for Indian Participants

A wide pre event publicity as well as at the Fair promotional efforts were undertaken to showcase the presence of a large number of Indian exhibitors. Publicity included:

- Pre event Email blasts by the Fair Organisers to more than 20,000 companies in China and other countries in the Region highlighting the participation of Indian Companies through TEXPROCIL.
- E-mail invites with brief profile of each of the participating members sent to all known importers in the Region.
- Distribution of booklet containing profile of exhibitors in the India Pavilion, to all the visitors at the Council's info booth.
- 'Brand India' promotion in the exhibitor catalogue as well as at the Venue attracting attention of every visitor to the Fair.

Feedback from the Indian Exhibitors

- It is reported that quality and number of visitors at the Fair was good.
- It was reported that some of the Indian exhibitors booked orders at the Fair. However, there is a pressure on prices.

Observations

- With strong manufacturing base in India and recent increase in investments in Textile sector as well as ever increasing demand for Yarn and Fabrics in China, Indian exporters would be benefitted by continuously participating in InterTextile& Yarn Expo Fairs and "Brand India" Promotions.
- Even though there is a huge demand for fabrics in China and India is competitive in supplying certain types of fabrics in demand, major deterrent is the high tariff for Indian fabrics.

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