



# Egypt

at  
**CAIRO FASHION & TEX**

1<sup>st</sup> to 4<sup>th</sup> October 2015

Organized By



THE SYNTHETIC & RAYON TEXTILES EXPORT PROMOTION COUNCIL

In Association with  
**Embassy of India**  
Cairo, Egypt

With Support & Guidance Of  
**Ministry of Textile & Ministry of Commerce,**  
**Government of India**



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## TO MEMBERS OF THE COUNCIL

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Combined Participation in 56<sup>th</sup> Cairo Fashion and Tex during October 2015

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*We are glad to inform you that the Ministry of Textiles, Govt. of India has nominated **SRTEPC** as the "Lead Council" for organizing participation of Indian companies in "**INTEXPO EGYPT**" which will be co-located at 56<sup>th</sup> Cairo Fashion and Tex being held at Cairo in Egypt from 1<sup>st</sup> to 4<sup>th</sup> October 2015. This programme will be organized by the Council in co-ordination with other Textiles Export Promotion Councils, and with the guidance of the Ministry of Textiles, Govt. of India, and the active support of the Indian Embassy.*

*The participation of Indian companies – producing & exporting of textiles, clothings jute, carpets etc. will be organized at a demarcated area called "India Pavilion" in Cairo Fashion and Tex to get focused attention of visiting Egyptian Buyers. Cairo Fashion and Tex is the first and the only International Exhibition specialized in yarn, textile, garment and its trimming supplies and accessories in Egypt.*

*U. Anil Kumar*  
*Executive Director*  
SRTEPC

## ▲ UNIQUE FEATURES OF INTEXPO EGYPT

- Biggest exposition of India's capability in Textiles in the WANA Region.
- Cairo Fashion & Tex is held under the auspices of Egyptian Ministry of Industry and Commerce and all the industrial chambers.
- Co-located within 56<sup>th</sup> Cairo Fashion & Tex, an exhibition identified as an "UFI event" is a proof of high quality Fair, thus providing exhibitors and visitors alike with the assurance of making a sound business environment.
- Approximately 20 countries participate in the event and some of the countries are Turkey, Syria, Spain, Italy, China, India, Lebanon, Qatar, Pakistan, Jordan, Kuwait & KSA. Also, large number of importers from Europe, Asia and Africa visit Cairo Fashion & Tex and interact with the exhibitors.
- Theme pavilion
- Business Lounge for Meetings
- Specially negotiated Hotel packages
- Partnership and branding opportunities


## ▲ THE VENUE

The venue of the INTEXPO Cairo is **The Cairo International Conference Centre (CICC)** which is in the heart of the city.

The Centre is a mere ten minute drive from Cairo International Airport, a short drive from any one of several five star hotels and a five minute walk from the Cairo International Exhibition Grounds.

## ▲ FLOOR-PLAN





## REASONS TO EXHIBIT AT INTEXPO EGYPT CO-LOCATED WITH CAIRO FASHION & TEX

- Egyptian textile & fashion industry plays an important role in the national economy.
- In addition to the Free Trade Agreements with European Union, COMESA and Arab World, Egypt's qualifying industrial zone Agreement with the United States gives local manufacturers both tariff and quota-free to the US market.
- Global brands have strong presence/base in this market, either through their stores or manufacturing operations and they do visit Cairo Fashion & Tex.
- Egypt has a growing textile industry which is being supported by young & skilled labor force.
- Egypt's 15 commercial ports and strategic location allow all the companies to access Asia, Africa and Europe easily. A highly targeted audience of your fellow industry professionals. Many of the visitors to the Cairo Fashion & Tex do book spot orders.

## PRODUCTS ON DISPLAY

**Fibers :** All types of fibers including cotton, polyester, viscose, acrylic, etc.

**Yarn :** The entire range of yarn consisting of cotton, silk, polyester, viscose, acrylic, wool, etc. Also blended yarns like polyester-cotton, polyester-viscose, polyester-wool, etc.

**Fabrics :** Cotton, polyester, viscose, wool, silk, and blends thereof.

### **Embroidered fabrics**

#### **Shirtings and Suitings**

**Made ups :** Like Scarves, stoles, shawls, odhanies, handkerchieves, blankets, etc.

### **Fashion accessories**

**Home Textiles :** Upholstery& tapestry, curtains, bed linen, napkins, cushion covers, floor mats, etc.

**Garments :** Womens wear, mens wear, kids wear, casualwear, city wear, high fashion & occasional wear, lingerie, speciality garments, sportswear, knitwear, etc.

**Handloom :** Fabrics, handloom, bed covers & spreads, curtains, table linen, towels, dhotis and sarees, handkerchiefs, cotton crapes, etc.

### **Textile based handicrafts.**

**Carpets, durries, floor coverings & rugs, etc.**

**Jute specialities, packaging materials, floor coverings, shopping & carry bags, etc.**

## PROFILE OF VISITORS

Fabric and Garment manufacturers, Agents, Importers, Wholesalers, Distributors, Chain Stores, Departmental Stores, Fashion Houses, Buying Houses, Retailers, Designers, Mail Order Companies, Brand Owners, Franchises etc. especially from Egypt and WANA region.

## PUBLICITY CAMPAIGN

A dedicated campaign team is in force in publicizing the Event among the major buyers from Egypt and WANA Region.

An extensive visitors promotion campaign through direct mails, special invitations, Exhibitors' Catalogues, Flyers, advertisements in Trade Magazines and Newspapers, Press Release, tele-marketing, are being executed to invite the potential buyers to Exhibition booths of Indian Exhibitors.

## ▲ Egypt's import of textile and clothing from world during 2014

During 2014 Egypt imported USD 3.65 billion of textile and clothing of which US\$ 2.77 billion (76%) was textiles only and remaining US\$ 0.88 billion (24%) was clothing.

**Detailed product wise textiles & clothing imports by Egypt are as follows:**

<b>Silk</b> : US\$ 0.20 Mn	<b>Wool</b> : US\$ 55.49 Mn.
<b>Jute and other Vegetable textile fibres</b> : US\$ 25.35 Mn.	
<b>Cotton</b> : US\$ 679.41 Mn	<b>MMF</b> : US\$ 1805.99 Mn.
<b>Carpet</b> : US\$ 63.31 Mn.	<b>Apparels</b> : US\$ 880.10 Mn
<b>Others</b> : US\$ 135.79 Mn	

## Export of Indian MMF textiles to Egypt

Egypt is a potential textile market for Indian Textile products. Egypt imported around US\$ 2 billion of MMF textiles from world during 2014. Of which around US\$ 180 million was imported from India. The main items, which are exported from India to Egypt include Polyester Viscose Fabrics, Polyester Filament fabrics, polyester staple fibre, synthetic cotton fabrics, polyester cotton / spun yarn, viscose spun yarn and other made-ups.

Egypt has a prominent Garmenting Center, and majority of its requirements for MMF textile are imported for conversion. Though the demand for man-made fibre textiles for this market is quite substantial, India's share in this big market of textiles is small but growing.

Egypt has the only fully vertically integrated textiles industry in the region, with the entire production process—from the cultivation of cotton to the production of yarns, fabrics, and ready-made garments.

Readymade Garment manufacturers represent 75 per cent of the textile and clothing industry, Home textiles 12 per cent, cotton yarn 8 per cent, and other cotton fabrics and textile 5 per cent.

Most spinning, weaving and hemming capacity is owned by public sector companies, dyeing and finishing are the weakest points in the value chain of textiles with the least amount in investments.

Public sector dominance of spinning and weaving has limited producer's responsiveness to consumer preference with inferior technology. As a result some yarns and finished fabrics are imported from India, Turkey and other countries to feed the ready-made garments industry.

## ENSURE YOUR PARTICIPATION AT INTEXPO EGYPT

### Highly subsidized participation charges:

- Rs.1.50 lakhs only for a furnished booth of 9 sqm size.
- Rs.1 lakh only for a furnished booth of 6 sqm size. (This is available only for very small exporters)

## BOOTH PACKAGE

Wall Panel	1 Table	Floor-covering
Name on the Fascia	1 Power socket	2 Fabric Display Stands and 2 Yarn Shelves
3 Chairs	3 Spotlights	Dustbin

## MODE OF PAYMENT

Full payment to be made by Demand Draft/at par Cheque favouring "The Synthetic & Rayon Textiles Export Promotion Council, Mumbai"

## BANK DETAILS FOR RTGS

<b>Name of the beneficiary</b>	: The Synthetic & Rayon Textiles Export Promotion Council
<b>Name of the Bank</b>	: IDBI Bank Ltd.
<b>Branch</b>	: IDBI Tower, WTC Complex, Cuffe Parade, Mumbai – 400 005.
<b>Account No.</b>	: 0126103000005395
<b>MICR Code No.</b>	: 400259017
<b>IFSC Code No.</b>	: IBKL0000126

## CONTACT POINT

### Mr. Srijib Roy

Joint Director

### The Synthetic & Rayon Textiles Export Promotion Council

Resham Bhavan, 78 Veer Nariman Road, Chuchgate, Mumbai – 400 020

Tel : 0091-22-22048797 / 22048690 Fax : 0091-22-22048358 / 22810091

E-mail :tp@srtepc.org ; srtepc@srtepc.org



*Your Link to Indian Exporters of Synthetic & Rayon Textiles*



THE SYNTHETIC & RAYON TEXTILES EXPORT PROMOTION COUNCIL

Resham Bhavan, 78 V.N.Road, Churchgate, Mumbai-400 020.

**Tel:** +91-22-22048797 / 8690. **Fax:** +91-22-22810091 **E-mail:** tp@srtepc.in | srtepc@srtepc.in **Web:** www.srtepc.org