

Press

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Texworld
Worldwide Textile Rendez-vous
Paris Le Bourget, 13-16 September 2010

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Texworld September 2010: ready-to-wear range on the increase

More than 100 exhibitors – from around 850 – will be specializing in clothing production at the next Texworld to be held at the Paris Le Bourget exhibition centre from 13th to 16th September 2010. *“It is our intention to develop this sector as it is much in demand from our visitors”*, explains Michael Scherpe, President of Messe France, who is keeping a close eye on how demand develops at clothing firms. An ever-increasing number of companies seek to verticalise production chains in order to optimise costs, reduce manufacturing time and restrict the number of outside contributors. *“The demand is significant and we are responding to this need by opening our doors to companies specialising in full-packages and high quality products”*, continues Michael Scherpe.

The **CTAF** – China Textile and Apparel Trade Fair – groups together around a hundred companies specialising in clothing production with genuine textile skills, sometimes based on centuries of tradition. Their aim is to develop a range of high-end products which will meet the requirements of Western markets for quality and style. These manufacturers come from the regions of Beijing, Jiangsu, JueXi or Zhejiang and offer fine embroidery, incredibly supple silks or knits that are highly valued by players in the sector.

The number of exhibitors at CTAF having almost doubled in size for the next Texworld show bears witness to intentions to strengthen the economic and professional ties between China and the European markets. *“Our participation at Texworld is an opportunity to forge ties and to create long-term collaboration between our exhibitors and clients in the West. We offer endless ranges of very different products that meet the needs firms may have, and we set up whatever is necessary to best respond to our clients’ demands for quality and prompt delivery”*, explains Zhang Tao, from CCPIT-*Tex*.

The **HKTDC** – Hong Kong Trade Development Council – groups clothing manufacturers who offer their expertise that stems from a

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long local tradition and which today is exported all over the world, thanks to platforms like Texworld.

With an international economic situation that is still fragile, it is important to have resource to suppliers who manufacture clothing with the best value for money.

The ready-to-wear range is also ensured by European companies: for instance, **IGL Textil**, a German company specialising in the production of casual trousers for men, returns to Texworld in order to boost their client portfolio that already counts companies like Piazza Italia, the Bestseller group, Esprit...

"In attending Texworld we have been able to penetrate new markets thanks to ties forged at the exhibition", says Frans Bourgeois from the Belgian company **Mabo Fashion**, which specialises in shirt manufacture *"with a Western style and attractive prices"*.

New ready-to-wear suppliers will be exhibiting at Texworld for the first time with the aim of *"getting a foothold in the clothing sector and meeting partners with whom they can establish a long-term collaboration"*, says Murat Ozudogru, export manager at **Ozsim**, a Turkish manufacturer of women's and menswear.

The range also extends to accessories. Manufacturers of scarves, stoles and pareos in silk, cotton or linen, **Royal Touch** from India is also able to respond to any special requirements companies may have and to develop fully fledged collections.

"The strength of Texworld is that of an exhibition where business is accomplished; if a demand is generated it is up to us to offer products to satisfy it", sums up Michael Scherpe.

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Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009 and more than 1,660 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com