

21st INTERTEX MILANO - International Textile Exhibition

19th READY TO SHOW - International Clothing Sourcing Exhibition

- **89 COLLECTIONS, NOT ONLY FROM CHINA, INDIA, BANGLADESH, MOROCCO AND PAKISTAN...**
- **PRIVATE LABEL "MADE IN ITALY" FOR FOREIGN BUYERS**
- **MADE IN INDIA EXPO**
- **HAITI, NEW FRONTIER HIGHLY COMPETITIVE**
- **NEW CARREERS RELATED TO OUTSOURCING**

The Latest edition of INTERTEX MILANO/READY TO SHOW (from September 14 to 16 at "Palazzo delle Stelline" in Milan), the one & only fair in Italy for outsourcing textile/apparel/knitwear, organized since 2001 by T.D.F. Milan / Georges Papa, has been reconfirmed as the reference point for both for the world of Italian fashion and non-European producers. Thanks to the diversification of offer and the insertion of new exhibitors with 89 collections from different countries who attended for the very first time like the Czech Republic, Mauritius, Nepal, together with India, China, Hong-Kong, Bangladesh, Morocco, Pakistan who were present in the past editions.

Among the news of the event, **MADE IN INDIA EXPO**, some kind of "expo in the expo" with 35 exhibitors of fabrics, knitwear, apparel and woolen fashion accessories organized by Wool Industry Export Promotion Council *Wooltexpro* with the support of the Ministry of Commerce and India's Industry. *"India participates with great enthusiasm to this event having a triple objective – said the General Consul of India S.K. Verma at the opening ceremony = to Develop India's production technically, thanks to Italian know-how that is highly sophisticated, and expand the market by selling finished products to Italy"*. Manesh N. Sanil, Executive Director of *Wooltexpro*, added: *"We want Italy to become our key&strategy country partner in wool industry in the next future even if, so far, it already represents the fifth European importer of Indian textiles"*. The value of bilateral trade between India and Italy is around 9 billion of US\$ while the total of Textiles' exports from India to Italy was 750,59 million US\$ in the year of 2009/10 and 315.43 million US\$ in the year of 2010 April/September against an import from Italy of 59.74 million US\$ and 32.31 million US\$ in the same year.

As another important news, the presentation of **Haiti** as new source for outsourcing equally competitive compared to Eastern countries and Mediterranean area, where you can find well-structured companies, labour with very high performances, and exemption of customs duties to US market. The meeting organized by HAITI TEXTILE INDUSTRIES entitled "Haiti: a competitive market and a must-be explored territory for the Clothing Sourcing" communicated some interesting data: in Haiti for 2010 460 million of t-shirts and polo shirts were produced, followed by professional clothing, pants, jeans. The 22 companies existing in this country, that are almost exclusively Haitian, are large dimension and they produce respecting the environment and social norms: The 27.550 employees are all at least bilingual and they are used to work with countries such as USA and Canada and with very demanding customers (Levi's, Calvin Klein, Gap, Walmart...).

Dr. Georges Papa, founder of INTERTEX MILANO/READY TO SHOW, has declared: *"we are facing a worldwide redistribution of resources: the best Chinese producers are reevaluating*

the interest of their market, they are less devoted to European buyers or they hijack them to sub suppliers of the areas inside China, they have opened their production sites, for instance in Vietnam. Bangladesh grows in quality; India is developing not only for silk but also for wool. Turkey is prospering with pronto-moda. Morocco is promoting its producers as alternative in South-Mediterranean area, Haiti is offering no tax with the USA and the most popular department-stores all around the world, included in China, they want to offer their customers, not only brands but also private labels Made in Italy. The scenario is not easy to read, but definitely not flat".

INTERTEX MILANO/READY TO SHOW year after year offers to professionals an exhaustive view of a very sensitive area of textile/clothing: an analysis of participants puts in evidence the geographical areas of Italian Industry who are most willing to develop outsourcing. Lombardy is in a leadership position with 48% of visitors, Emilia Romagna is second with 12% of visitors, followed by Triveneto and Tuscany with 6%, Campania and Puglia with 5% each. Foreign buyers from Middle East, Germany, Great Britain, Spain, Switzerland, Russia and the Countries of ex URSS are also remarkable for their presence.

In addition, thanks to globalization **new professional activities** are growing in importance (Outsourcing Manager, Operations Director, Marketing Manager, and Quality Manager) which have assumed a fundamental function in Fashion business.

In the next edition of INTERTEX MILANO/READY TO SHOW, that will be held at "Palazzo delle Stelline" from February 8 to 10, 2012, the participation of CHINATEX, with a group of 20 Chinese companies, Maroc Export, Wooltexpo for India has already been reconfirmed...but the greatest news, as an answer to the market demand, will be the presence of Italian makers without brand name who are able to offer Italian products of high quality to meet the request of new rich countries, BRIC countries in particular, for which Made in Italy is already a brand in itself.

TOP SELLERS of this edition:

- Cashmere Knitwear and blends: China, Nepal... and Italy!
 - Sportswear: China, Pakistan
 - Fashion accessories: China, India, Hong Kong
- High fashion fabrics/proposals of Embroidery: China, India, Malaysia

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