



**TAIWAN
TEXTILE
FAIRS** IN
SOUTH
ASIA
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New Delhi – Nov. 19-20 (Le Meridien Hotel)

Bengaluru – Nov. 22-23 (The Oberoi Hotel)

Colombo – Nov. 26-27 (Taj Samudra Hotel)

Post Show Report

Event Report

The Taiwan Textile Fairs in South Asia 2013 exhibited a wide range of state-of-the-art fabrics and products to Sri Lanka's and India's apparel and garment manufacturing entrepreneurs. The fair was very well received with business collaborations taking place between the exhibitors and buyers and a higher number of visitors in 2013 as compared to 2012.

The Taiwan Textile Fairs in South Asia 2013 was held in New Delhi (November 19-20), Bengaluru (Nov. 22-23) and Colombo (Nov. 26-27).

New Delhi and Bengaluru together witnessed more than 500 buyers, which included leading brands – both domestic & international, buying houses, agents, exporters, importers and retailers.

The top buyers who attended the fair in New Delhi & Bengaluru included: Benetton India Pvt. Ltd., Daks India, Compact Buying Services (India), Joyline Global, Octave Apparels, Impulse India Pvt. Ltd., Triburg Sportswear, Texport, Satya Paul (Genesis Color), Marks & Spencer, TESCO, Lifestyle International, LF Sourcing, COACH, Columbia Sportswear, Zivame.com, Orchestra Buying & Retail, Wildkraft, Madura Fashion & Lifestyle, SHAPES, Jockey, Enamor, Rupa & Co., Shahi Exports, Orient Craft Ltd., Gokaldas Exports, etc.

The Taiwan Textile Fairs in South Asia first entered the Sri Lankan market in 2012. Building on the goodwill created in 2012, the fair saw a much better response compared to last year. In fact, the response rose by more than 30% in 2013 compared to 2012. It is clear that The Taiwan Textile Fairs in South Asia 2013 was welcomed by the Sri Lankan garment manufacturers and exporters and industry at-large.

Top buyers who attended the fair in Colombo were: TESCO, Marks & Spencer, Victoria Secret, Brandix, Hiradamani, MAS Holding, MAST Global, Dystar, Penquin Group, Emjay International, Union Trading Co., Timex Lingerie, Blaklader, La Senza Lingerie, Timex and Fergasam Group, NOLIMIT, Hameedia, etc.

Taiwan Textile Fairs in South Asia 2013 was inaugurated in Colombo by Mr. Bandula Egodage, Chairman & Chief Executive, Sri Lanka Export Development Board (EDB) and Mr. Yohan Lawrence, Chairman, Sri Lanka Apparel Exporters Association (SLAEA).

Overall, the fair has seen a very good response with both exhibitors and buyers developing stronger business ties in India as well as Sri Lanka. Among the testimonials from the exhibitor side, one of the exhibitors from Taiwan mentioned that they are one of the top suppliers to RBR Garments (P) Ltd., a Tirupur (India) based, Government of India recognised Export House which produces knitted garments mainly for the Canada, USA, Europe and Australian markets. In 2012, RBR Garments imported fabrics valued at US\$ 100,000 from Taiwan. This year, the RBR team visited them at the Bangalore stage of the fair to look for new products and discuss other prospects for future business.

In Sri Lanka the fair was visited by Mr. Ananda Weerakoon, CEO, Ceylon Knit Trend (Pvt.) Ltd., a Hiramamani Group company. He visited the fair in Colombo along with his merchandising teams and said that he was impressed with the exhibits that were put across by the suppliers from Taiwan which showcased a wide range of knitted, woven and eco-friendly fabrics.

Mr. Weerakoon further stated that the Hiramamani Group currently imports about 25 per cent of the fabrics from Taiwan and with this networking platform, they would be able to upgrade themselves with the latest developments, trends and innovations which Taiwan textile manufacturers would now bring to them in Sri Lanka. Also, it provided an ideal opportunity to network with the nominated mills which work for international brands like Nike, Columbia Sportswear, Marks & Spencer, Calvin Klein, etc.

Exhibitors were positive with the enquiries they generated from buyers in India & Sri Lanka. Some of the exhibitors have clients in India and Sri Lanka and some joined the fair for the 1st time to capitalise on the growing demand for quality apparel fabrics and accessories in two important destinations in South Asia (India & Sri Lanka).

The exhibition attracted a total number of 1,044 business buyers across all three cities. Exhibitors were pleased with the response from Sri Lanka and India in terms of number of buyers and inquiries generated during the course of the exhibitions. The volume of serious buyers was higher this year and all signs point towards good business ties in the future.





Buyers registering on Day 1



Buyers at the fair in New Delhi



Buyers in discussion with one of the exhibitors



Buyers reviewing samples and making enquiries



Buyers reviewing samples



Dr. Guann - Jyh Lee, Executive Director, Taipei Economic & Cultural Center in India talking to the delegates from FICCI



Director, Tapei Economic & Cultural Center, Mr. Lee at the fair



Head of Sourcing from Impulse India (Buying House) at the fair



Ms. Melissa Wang, Deputy Director, Taiwan Textile Federation in New Delhi, interviewed by the media



Buyers registering on Day 1 in The Oberoi



Buyers connecting with their existing supplier from Taiwan



Buyers at the fair in Bengaluru



Discussion with FKCCI Delegates at The Oberoi



Interaction between Exhibitors and Buyers



Sourcing Team from Gokaldas Intimates at the fair



Merchandising Team from TESCO at The Oberoi



Sourcing Team from Wildcraft India



Opening ceremony in Colombo, (LR) Mr. Yohan Lawrance, Chairman SLAEA, Mr. Bandula Egodage, Chairman, EDB, Dr. Yousuf Maraikkar, Executive Director, EDB.



EDB & SLAEA officials after the opening ceremony



Mr. Yohan, Lawrence, Chairman, SLAEA with EDB officials at one of the exhibitors booth



Mr. Azeem Ismail, Chairman, Joint Apparel Association Forum (JAAF) in discussion with Ms. Melissa Wang from Taiwan Textile Federation



Buyers registering onsite in Colombo



Buyers at the fair



Designing & Merchandising Team of Timex Lingerie (Victoria's Secrets)



Mr. Ananda Weerakoon, CEO of Ceylon Knit Trend (Pvt.) Ltd. (Hiradamani Group)



Ms. Melissa Wang, Deputy Director, Taiwan Textile Federation Interviewed by the Media



Designing & Merchandising Team from Voguetex, Colombo



Factory Visit at Ceylon Knit Trend



Delegates during a briefing with Ceylon Knit Trend Team



Taiwan delegates with Mr. Ananda Weerakoon, CEO & his team during factory visit in Sri Lanka