

Press release

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## A new edition of Emitex came successfully to an end

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**The International Trade Fair of Suppliers for the Garment Industry gathered 81 national and international exhibitors and 7,572 visitors which showed their strong trust in the sector. Trends, design and technology were the main axes.**

Textile companies coming from Argentina, Brazil, China and Pakistan were present on April 9, 10 and 11 in Costa Salguero Center of Buenos Aires and exhibited their products and services to 7,572 professional visitors from several countries of the region.

The 5,600 sqm devoted to trends and innovations of the whole production chain positioned Emitex, once again, as the annual referent of the Argentine garment industry suppliers.

“During the exhibition, there was a good business climate. In this difficult economic context, Emitex could offer the sector an effective business platform and the boost it deserved”, said Emitex’s Project Manager, Bach. Andrea Lippi.

“We redoubled our efforts and trusted in this industry that employs thousands of Argentine people and that is a symbol of growth and innovation. Giving up would have been the easiest way out. However, we didn’t think about this possibility. We decided to set out in this challenge because we know that each Emitex opens new roads”, stated the President and CEO of Messe Frankfurt Argentina, Mr. Fernando Gorbarán, when opening the exhibition.

On his part, the President of the Federation of Argentine Textile Industries, Mr. Luis Tendlarz, said that “in times in which the local market is not demanding much, export should be fostered and not punished with withholdings. I urge authorities to review this policy that discourages the export of textile products.”

### The academic proposal

The 35 edition of **Circuito de Tendencias** had a great summoning. The updating conference in fashion industry trends, organized by the Observatorio de Tendencias de INTI Textiles (OdT), provided key information on macro and micro trends for 2020 winter season, thus

Indexport Messe Frankfurt  
Luis María Campos Av. 1061 - P 5°  
C1426BOI, Buenos Aires  
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allowing textile business professionals to set out new strategies for their new collections.

On their part, several specialists and exhibiting companies offered conferences on integral quality in the garment industry and technological innovations. Trends on 2020 winter trims, sublimation, camel and caprine fiber productions, were some of the subjects covered.

### **Special guests**

The spaces devoted to entities that foster projects with social impact and that contribute to the positive development of different sectors in society were received with great resonance: **Proyecto Seda**, that seeks to reduce poverty through the development of sustainable sericulture and **Cosiendo Redes**, the NGO that promotes the free education in trades related to textile industry and that gives workshops of labor insertion.

Another of the guests in this edition was **Espacio MICRA** of INTI, which has as aim to help production enterprises and drive new developments with Argentine natural fibers.

Besides, Emitex gave opportunities to textile designers in **Design Point**, where they show the creations of five studios, which design original stampings: Bárbara Perelman, Estudio Khroma, Lu Bianchi Prints, Tres Tintas and Zylida Diseño Textil.

### **The main players' word**

The participating companies described their own experience in the fair:

#### **Daniel Ríos - Entretelas Americanas**

"We have taken part of it for more than twenty years, we participate because is a good place to present new developments and show that we go on advancing. Though the situation is not currently the best, we still trust in our country and in our beloved textile industry."

#### **Emanuel Orona - Novaprint**

"Emitex is the textile shop window, year after year (...). We take part in all the editions (...), it is an important shop window for us, an exhibition that gathers a great part of the sector and which is always visited by customers, regardless of his/her business situation."

#### **Lucía Erdmann - Texcom**

"It is the fourth time that we take part in Emitex, because we deem it is a meeting place for the industry and, being part of it, it is a good time to show our products and also to see customers with whom we do not have an everyday contact (...) We will surely take part of a new edition."

#### **Patricia Cibelli - Flugel Nicotex**

"We take part in almost all editions of Emitex, because it is a very important annual textile gathering in which we can meet our customers, share a good time, show our products (...), it is an opportunity to

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generate new business and sales. We participate every year; it is very important to be present.”

**Thiago Guerini - Rosset Group Brasil**

“Emitex is the most important exhibition of the sector and it gives us the chance of presenting our innovations, connecting with the local market, with new and existing customers, and, besides, it allows us to see where the industry is headed for.”

**Patricia Marino - INTI (Instituto Nacional de Tecnología Industrial)**

“I have come to Emitex for many years. It is an important exhibition in our country because it is the only one in the textile sector. Taking part of it means creating a contact network and being present in the sector, thus achieving identification. We are with Proyecto Seda, and this is an excellent way of spreading it and our idea is to take part in all its editions. Our presence here has been very successful.”

**Rossana Gil - Epson Argentina**

“It is a very important shop window because it allows us to approach final users, show the virtues of our products, mainly when we launch products, that we can show in this event (...) We are convinced of the importance of taking part in Emitex, thus next year we will be present again.”

The next edition of **Emitex** will be carried out in April 2020 in Costa Salguero Center of Buenos Aires together with **Simatex** -the International Trade Fair of Textile Machinery- and **Confemaq** -the International Trade Fair of Garment Machinery-.

Event only for professionals and businessmen of the sector. With invitation: free of charge  
To register you should submit your ID. Children under 16 years old will not be admitted, even if they are accompanied by an adult.

**Further information:**

[www.emitex.com.ar](http://www.emitex.com.ar)

**Press information and photographic material:**

<https://emitex.ar.messefrankfurt.com/buenosaires/en/prensa.html>

**Links to websites:**

[www.facebook.com/IndustriaTextilExpo](http://www.facebook.com/IndustriaTextilExpo) | [www.twitter.com/TextilExpo](http://www.twitter.com/TextilExpo) | [www.instagram.com/industriatextilexpo](http://www.instagram.com/industriatextilexpo)

**Additional Information on Mundo Textil**

It is the only magazine specialized in the suppliers of the Textile and Clothing Industry of Argentina. For more than 15 years it has effectively communicated to the sector. It has participated in the organization of sector exhibitions from their creation and it forms active part of the most representative textile industry institutions. In its digital and paper format, it covers all Latin American countries and has more than 15,000 readers per edition.

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018

**Background information on Messe Frankfurt Argentina**

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at [www.argentina.messefrankfurt.com](http://www.argentina.messefrankfurt.com)

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