

APPAREL SOURCING Paris 6-9/2/2017 Le Bourget, Paris The no. 1 trade show in Europe for global sourcing of clothing

At its 12th show, APPAREL SOURCING Paris is adding to the diversity of skills and expertise and expanding the number of international contractors/clothing manufacturers, in order to offer a select group of pertinent offers answering all the needs of prime contractors.

"With nearly 300 exhibitors, APPAREL SOURCING Paris continues on a course of steady growth. Up by 30% at this show, compared with last February. We are pursuing our aim of finding new alternatives and also of providing a wide variety for sourcing from nearby regions. We are delighted to see the increased attendance by Moroccan companies and the unprecedented arrival of clothing manufacture skills from Ethiopia. This all attests to the strength and position of APPAREL SOURCING Paris, the number one European trade show in global sourcing for clothing, which make it a successful and effective tool in helping clothing and accessory manufacturing industries, all over the world, to expand and increase their market share", explains Michael Scherpe, President of Messe Frankfurt France.

The ranges offered by the exhibitors at APPAREL SOURCING Paris reflect the changing map of the global industry for clothing and garment manufacturer expertise. The major players, already well known in Europe, are to be found but there are also new strategies to discover so that fashion companies stay competitive.

- **Our top five for affordable and specialist solutions**

- **China**, a giant of the textile industry and producer of over one third of the world's textiles, ranks in first place in our top five, which is hardly surprising as APPAREL SOURCING Paris belongs to a major global player in the organisation of textile exhibitions. However this is also because the show, which listens carefully to visitors' wishes, concentrates all its expertise in bringing together all the companies that can satisfy this demand. The product ranges from the Middle Kingdom can mostly be grouped under sportswear and shirting, with an abundance of specialist knits. A fair number of companies are also showcasing their manufacturing skills for underwear, outerwear, uniforms, denim, dresses and blouses.

While almost half of the exhibitors come from the coastal region of Zhejiang, a major centre for the textile industry, a strong increase in skills and expertise from Jiangsu, where there is currently a strong boost to technical innovation in its factories, is also noticeable.

- **India**, with 31 exhibitors, is mainly showing its skills in fashion accessories this time around (15 companies) and in casual sportswear for men, women and children, which attests to the expertise they have established in cotton separates. India is indeed focussing on limited quantities and products with added value (embroidery, prints and special washes, organic cotton or Fair Trade).

- The 12 exhibitors from **Bangladesh** all offer casual and sportswear, including knitwear, shirting, underwear and swimwear. Bangladesh, the second-largest exporter of textiles in the world, is posting annual growth of around 6%, almost every year since 2000. These results are largely due to the textile industry which represents 80% of exported goods every year.

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- **Morocco** is featured at this show, with nine firms, and a profusion of skills: knits, dresses and blouses, shirting, denim, sportswear, bespoke tailoring, long-sleeved tops, etc. This increased presence is part of a well-founded strategy: the agreement signed last September between Messe Frankfurt France and AMITH (the Moroccan association for the textile and clothing industries), which consists of two tracks: the setting up of a Euro-Mediterranean competitiveness cluster dedicated to fast fashion, as well as support and promotion by France for Moroccan companies in northern Europe. Morocco, the seventh-largest supplier to the European Union and fifth largest European textile buyer, is the only Euro Mediterranean country to have enjoyed, against a stable background, strong growth since 2013 of around 8% p.a. (source: Evalliance).

The reasons behind the competitiveness of the Moroccan textile industry lie in AMITH's ability to rally companies that are more than willing to set up an effective industrial and trade policy, with active assistance from the Moroccan authorities. What is more, the competitiveness clusters are headed by manufacturers who set out very practical programs that are appropriate for the priorities of Moroccan businesses. Various events open the discussions and serve to illustrate Moroccan skills and expertise:

Monday, 6th February, 14.00-15.30: *A revival of "Made in France" and sourcing from nearby regions?* (Conference room)

Tuesday, 7th February:

10.15-10.45 The European denim market, a buoyant market! (Avantex agora)

10.45-11.45 The denim and sportswear branch in Morocco, a successful industry (Avantex agora)

14.00-16.00: Dialogue on clothing and textiles, lecture (conference room)

Tuesday 7th February at 12.30 and Wednesday 8th February at 12.15: Morocco catwalk shows

- The 11 exhibitors from **Pakistan** are experts in denim but also in knits. Pakistan's textile industry represents half of exports. We should remember that the country was awarded "GSP" status by the EU in early 2014, exempting it from taxes on its textile exports.

▪ **Ethiopia = a new country for sourcing and a rising star¹**

Ethiopia makes its début with five exhibitors, accompanied by the Ethiopian Textiles and Garment Manufacturers' Association (ETGMA). Between 2004 and 2009, annual growth in the country, the second-largest democratic power in Africa, reached +10%, which ranks it among the fastest developing countries in the world. Between 2010 and 2015, growth was at +7% due to a slight drop in demand and a private sector that needs improve openness to international business (source: IMF). This is why textiles look to be a major driver for development of the Ethiopian economy.

Proof of this is that India, Turkey and China are making huge investments there: the giants of the textile industry are setting up offices and the government is increasing tax exemptions with the aim of transforming the country into one of the world's new textile manufacturing bases by 2050. Ethiopia already has a traditional textile industry in the form of small workshops, which weave shemma (a white cotton sometimes decorated with jacquard borders) for clothes worn every day. The textile sector makes

1 A quote from Rajiv Biswas, head of the Asia Pacific IHS Economics & Country Risk group

it possible to finance development of the country thanks to the inflow of foreign currency, technology transfer and creation of jobs.

GMM GARMENT PLC (stand M133) was founded by three businesswomen in 2004, who aimed to show the world the beauty and diversity of the Ethiopian heritage while helping to liberate women and playing a role in the economic development of their country. In a 2000 m² factory (and an expansion project is underway!), 170 employees produce 270,000 items a year for men's sportswear, shirting and knitwear and for women's uniforms and knitwear. Exports represent 60% of their business, going to the United States (70%) and Europe (30%), and include an integrated embroidery service. www.gmmgar.com

YIRGALEM ADDIS TEXTILE FACTORY (stand M137) is a specialist for 100% cotton knitwear for men, women and children in response to demand from the domestic and international market. There are many ongoing projects: refurbishing looms and dyeing machines and expanding the range of clothing manufacture. www.yatplc.com

DESTA (stand N132) is a family business that was founded in 1992 and that is very skilled in the techniques of cut-and-sew, knits and embroidery. The business is totally ethical and observes the key principles for sustainable development and employee protection. Following an audit, DESTA has also been awarded accreditation in accordance with international standards by several international inspectorates.

MAA GARMENTS & TEXTILES FACTORY (stand N134) was founded in 2001 in line with the Federal Republic of Ethiopia's trade laws. The workforce is made up of local people and Turks, Pakistanis and Filipinos, who together have established management and quality guidelines. The company has a broad range of machinery for spinning, knit fabrics, dyeing, sewing and embroidery in order to make shirting, uniforms and knitwear. www.maatextiles.com

ELTEX TEXTILE & GARMENT (stand N130), established in 1996, produces a huge variety of men's, women's and children's clothing, mainly woollen textiles and knitwear. The company has a number of administrative services, clothing production, sales and even a development and design office. www.eltexgarment.com

▪ **To sum up, be sure not to miss:**

- six exhibitors from **Hong Kong**, including a specialist in knit accessories (J133)
- **Guatemala** is back again, after its success at the September 2016 show, with Startex and Industrias De Nylon Y Textiles
- Several countries will be attending, with a single exhibitor: MBC from **Japan** and its men's and women's knitwear; **Myanmar** with North Andaman and their all-encompassing solutions for clothing production; **Turkey** with men's shirting and blouses and dresses for women (Roni Shirting); **Uzbekistan** with IMIR, which specialises in small lines of suits and men's outerwear, **Vietnam** with Maket Fit Indochine - Fashion Manufacturing, a specialist for coats and knitwear; **Sri Lanka** with accessories from Screenline Imaging.

▪ **Shawls and Scarves – The Accessories Show-case**

29 exhibitors are presenting their lines of accessories, with finished products, some of which as private-label, in this showcase situated between Texworld and Apparel Sourcing Paris. In line with ever-greater diversification of accessories, the show will offer bags, leather goods, neckties and bow ties, shoes and hats. The great majority of Indian clothing manufacturers have some very fine quality accessories on show (cashmere in particular). The advantage: numerous opportunities for small-quantity production. The

arrival of Erum, a Moroccan firm with a range of clothes hangers, is worth noting.

- **From Fashion on Display to The Dressing**

Fashion on Display, curating the most relevant designs of the season, becomes **The Dressing**. Louis Gérin and Grégory Lamaud, the shows' artistic directors, are proposing a new showcase that is more representative of the myriad skills demonstrated by exhibitors. Clothes are presented there according to product family and organised similarly to a wardrobe, arranged as in the retail trade.

- **Presentations and catwalk shows**

Apart from the presentations and catwalk shows from Morocco mentioned above we draw your attention to:

- Presentations on sourcing

Monday, 6th February, 14.00-15.30: *A revival of "Made in France" and sourcing from nearby regions?* (Conference room)

Wednesday, 8th February, 9.45-10.30: *International sourcing for clothing: winners and losers* (conference room)

- The catwalk shows:

Monday, 6th February at 15.30 > Apparel Sourcing & Shawls & Scarves

Tuesday, 7th February at 12.00 > Denim

Thursday, 9th February at 12.00 > Apparel Sourcing & Shawls & Scarves

APPAREL SOURCING Paris: new arrivals, discoveries, originality for ever-more effective sourcing!

Learn all about APPAREL SOURCING Paris: www.apparelsourcing.messefrankfurt.com

Visiting the exhibition couldn't offer greater convenience: APPAREL SOURCING PARIS belongs to the group of related trade shows organised by Messe Frankfurt France, held in one and the same location, on the same dates and to which entry is free upon presentation of professional credentials: Avanprint, Avantex and Texworld Paris. All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at www.texpertise-network.com

Messe Frankfurt in figures: With a turnover of €645 million euros and 2297 staff, Messe Frankfurt is one of the largest trade fair organisers in the world. The group has a global network of 29 subsidiaries and 57 international distribution partners. Messe Frankfurt therefore has a presence in over 160 countries where it serves its customers. More than 40 venues throughout the world host events "made by Messe Frankfurt". Messe Frankfurt organised 132 trade fairs in 2015, with over half held abroad. The exhibition grounds include ten halls and cover 592,127 square metres. The company also operates two conference centres. The historic Festhalle is one the most popular venues in Germany for hosting all types of events. The city of Frankfurt holds a 60% share in the company and the state of Hesse a 40% share. Additional information: www.messefrankfurt.com * Provisional figures (2015)

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