

## **To Members of the Council**

### **Re : Invitation for participation in Combined Mega Textile & Clothing Exhibitions in Argentina & Brazil during March 2010**

Further to our circular dated 24<sup>th</sup> December, 2009 on the above subject, as you are aware the Council is organizing Combined Mega Indian Textile & Clothing Exhibitions in Buenos Aires, Argentina on 24 & 25<sup>th</sup> March (Wednesday & Thursday), and in Sao Paulo, Brazil on 29 & 30<sup>th</sup> March, 2010 (Monday & Tuesday). These exhibitions will be organized by SRTEPC with the help of other Export Promotion Councils under the guidance of Ministry of Textiles, Govt. of India and the active participation and guidance of Indian Missions in respective countries.

The Combined Mega Exhibitions in Argentina & Brazil are intended to showcase the latest range of Indian Textiles items encompassing fibre, yarns, fabrics, embroidered fabrics, home textiles, made-ups, accessories, apparels etc., and will be publicized extensively in these two markets.

### **Markets with huge potential**

Latin America is a focus area with huge potential for export expansion of textiles, as Indian exporters are less familiar with these markets. Among the LA countries, Brazil and Argentina hold the highest potential for increase in exports of textiles and clothing from India. Though Brazil and Argentina import textiles & clothing worth Rs.17,243 crores and Rs.7,290 crores respectively; India's share in these markets is negligible at 12% & 6% respectively. Hence there is tremendous scope for increasing India's exports of textiles to these markets and the Mega Shows are meant to achieve this objective.

### **Highlights of the Textile & Clothing market in Argentina**

- Argentina's imports of textile & clothing from the world market reached to US\$ 1.62 billion during 2008 and growing 23% compared to 2007.
- Import of MMF Textiles from the global market by Argentina accounts for over 30% with a value of US\$ 488.64 million.
- Import of Apparels by Argentina from the world market accounts for US\$ 348.33 million with a share of over 21% of its total textile imports.
- Argentina's import of textile & clothing from India is only US\$ 95.20 million with a share of only 4.13%.

- Brazil, China, Indonesia, Pakistan, and Rep. of Korea are the leading suppliers for MMF Textiles to the Argentine market.

### **Highlights of the Textiles & Clothing market in Brazil**

- Brazil's imports of textile & clothing from the global market reached to US\$ 3.83 billion during 2008.
- Import of MMF Textiles from the world market accounts for over 42% with a value of US\$ 1.61 billion.
- Import of Apparels by Brazil from the world market accounts for US\$ 693.76 million with a share of over 18% of its total textile imports.
- Brazil's import of textile & clothing from India is only US\$ 441.98 million with a share of over 11%.
- China, Indonesia, India, Taipei, Thailand, Austria and Rep. of Korea are the leading suppliers for MMF Textiles to the Brazilian market.

### **Fashion Show in Argentina**

During the Exhibition in Argentina, the Council is also organizing the participation of members in BAAM Fashion Week in Buenos Aires, Argentina. The objective for holding the Fashion Show in Argentina, which is the Fashion Capital of Latin America is to showcase the capability and strength of the Indian Textile / Clothing industry among our target buyers in Argentina. During the Fashion Show, to make a positive impact on the Indian collections among the visitors, the Council will use three Indian Fashion Designers : **Mr.Manish Malhotra, Ms.Anita Donge & Mr.Nachiket Barve** alongwith Ms.Monica Socolovsky, a renowned Argentine Fashion Designer & Consultant. Therefore, all those members interested in showcasing their exclusive range of fabrics through this Fashion Show in Argentina, are requested to send three sets of swatches at the earliest directly to the Council for ensuring their onward delivery to the concerned designers for subsequently organizing their meetings with the concerned participants. An extra amount of Rs.15000/- only will be charged for participation in the Fashion Show.

### **Participation Fees**

The participation fee has been fixed at Rs.1.60 lakhs (Rs.85000/- for Brazil + Rs.75000/- for Argentina). You are free to participate in either of the exhibitions or both. **An early bird discount of Rs.10,000/- will, however, be given to those who confirm their participation with the necessary payment of Rs.1.50 lakhs on or before 25<sup>th</sup> January, 2010.**

### **Selection of participants**

The companies, who are member of different Export Promotion Councils drawn from the various product-groups, will be selected for participation in the exhibition on a **first-cum-first-serve basis**. As the Shows are Combined Exhibitions involving members of various textile Export Promotion Councils; the booths available are limited. Hence, those interested members are requested to confirm their participation with the necessary payment alongwith enclosed "Application Form" to the Council at the earliest. The cheque / DD is to be drawn in favour of "The Synthetic & Rayon Textiles Export Promotion Council, Mumbai".

Awaiting your immediate response.

Regards,

**SMITA BHARADWAJ**  
**EXECUTIVE DIRECTOR**

Encl : a/a

**APPLICATION FORM**

**THE SYNTHETIC & RAYON TEXTILES EXPORT PROMOTION COUNCIL**

Resham Bhavan, 78, Veer Nariman Road, Mumbai – 400 020 at the earliest. Phone :  
22048797, 22048690, Fax : 22048358, 22810076, E-mail : [srtepc@vsnl.com](mailto:srtepc@vsnl.com) ,

web : [www.synthetictextiles.org](http://www.synthetictextiles.org)

**Mega Indian Textile & Clothing Exhibitions in Argentina & Brazil**

**Date:** \_\_\_\_\_

Dear Sir,

We are glad to confirm our participation in the Combined Mega Textile Exhibitions in Argentina on 24<sup>th</sup> & 25<sup>th</sup> March, 2010 and in Brazil on 29<sup>th</sup> & 30<sup>th</sup> March, 2010. The participation fee of Rs. \_\_\_\_\_ is sent herewith to confirm our participation.

Argentina

Brazil

**Participation in the Fashion Show in Buenos Aires, Argentina on 24<sup>th</sup> March 2010 :**

We would like to participate in the Fashion Show in Argentina.

Participation fee of Rs.15,000/- is sent herewith

We would like to send our 3 sets of swatches directly to the Council for Designers reference.

**Details about our participating company and its products :**

Company Name : \_\_\_\_\_

Address : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Phone : \_\_\_\_\_ Mobile : \_\_\_\_\_

Fax : \_\_\_\_\_

E-Mail : \_\_\_\_\_ Website : \_\_\_\_\_

Name & Designation

of Representative/s : \_\_\_\_\_

Products : \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

Signature : \_\_\_\_\_ Name : \_\_\_\_\_

Designation : \_\_\_\_\_ Company Seal : \_\_\_\_\_

(Please send this "Application Form" to Shri E. L.Paulo, Director & Secretary, The Synthetic & Rayon Textiles Export Promotion Council, E-mail : [ds@srtepc.org](mailto:ds@srtepc.org) ; [srtepc@vsnl.com](mailto:srtepc@vsnl.com), [tp@srtepc.org](mailto:tp@srtepc.org) Fax : 22048358, 22810076