



44th India International Garment Fair (IIGF) showcases Autumn/ Winter collections

- ✓ *44th IIGF is a 3 day event which starts on 20th Jan 2010*
- ✓ *Over 225 exhibitors & buyers from 60 countries expected at the event*
 - ✓ *Fashion shows will be organized twice a day*

20th January 2010, New Delhi: Apparel Export Promotion Council (AEPC) today announced the commencement of its 44th India International Garments Fair at Pragati Maidan, New Delhi inaugurated by **Smt. Panabaaka Lakshmi, Minister of State for Textiles & Shri. Jyotiraditya M. Scindia, Minister of State for Commerce & Industry**. A 3-day event, it is being held in Pragati Maidan from 20th - 22nd Jan '10, from 10:00 A.M – 6:00 P.M.

Elated at the inaugural ceremony of IIGF, **Mr. Premal Udani chairman Apparel Export Promotion Council (AEPC)** said, "It gives me immense pleasure to announce the launch of the 44th IIGF. It has become our premium property and provides a much needed platform and an opportunity to both exhibitors and buyers from across the globe to showcase their creations and interact to grow business by reaching out to more and more international markets."

"Looking back at last year's figures, apparel exports were down 7.07% when compared to the figures in 2008. After contracting for 13 months in a row, India's exports have started showing some positivity since November 2009. We are very sure that the 44th IIGF will provide the much needed fillip to the Indian exporters to bridge the gap and simultaneously put in the efforts to sustain the momentum", added the Chairman.

IIGF, organized twice a year by AEPC, acts as a medium for both exhibitors and buyers from various countries to showcase their creativity and products at a platform which is a window to bring global markets closer. The apparel export industry provides employment to 3.5 million workers directly and another 3 million indirectly, and IIGF is an initiative by AEPC to take the Indian Apparel Exports to a global platform. It has been organized by the International Garment Fair Association (IGFA), the Apparel Export Promotion Council (AEPC), the Garment Exporters Association (GEA), the Clothing Manufacturers Association of India (CMAI), the Apparel Exporters and Manufacturers Association (AEMA) and the Apparel and Handloom Exporters Association (AHEA).

The booths by various exhibitors are spread over 4 large halls measuring 14,400 sq. mts., with 236 national participants from locations such as Tamil Nadu, Mumbai, Bengal, Rajasthan, Uttar Pradesh, Gujarat, Madhya Pradesh and Punjab. Following international patterns, the fair has been divided into four sections, i.e., fashion accessory, Men's, Kid's, Women and Knit Wear, which is further divided into casual wear and city wear, high fashion and occasional wear, lingerie, specialty garments, sportswear besides accessories and fashion jewellery.

About Apparel Export Promotion Council (AEPC)

Incorporated in 1978, with 40 offices and 8,000 small, medium and large garment exporters across India, Apparel Export Promotion Council (AEPC) is the official body of apparel exporters in India that provides invaluable assistance to Indian exporters as well as importers/international buyers who choose India as their preferred sourcing destination for garments. AEPC is a one stop information centre that provides assistance to garment exporters and helps bridge the gap between the exporters and overseas buyers through continuous improvement of quality management system. AEPC undertakes the responsibility of continuously exploring, sustaining & expanding global markets for the Indian exporters.