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PRESS RELEASE

Many apparel importers from focus countries visit 43rd IIGF

New Delhi, July 16 – Garment importers from 21 focus countries identified by the Apparel Export Promotion Council (AEPC) poured in today as the 43rd India International Garment Fair (IIGF) entered the second day.

There was a stream of visitors from Mexico, Brazil, Colombia, Spain, Uzbekistan, China and Thailand, organisers said. “The interesting fact this time is that there are more buyers than buying agents,” said IIGF convenor Pritam Goel.

A total of 263 buyers and 90 buying agents had checked in yesterday. About 137 buyers and 142 buying agents came in today as the fashion fiesta gathered steam with glitzy models setting the ramp afire with spring and summer collections for 2010.

Ms Gabriel Rotter, chief executive officer of the Israel-based Castro Co, said the fair is quite encouraging with a lot of improvement in product profile – especially in casual wear for women.

Some buyers from Britain said the collections on display are remarkably better than those in previous shows. AEPC officials said a total of 37 buyers from Spain were present along with 35 from the United States, 24 from Australia, 12 from Britain and five from South Africa.

Many of them had come under the market access initiative scheme of the textiles ministry.

As the day progressed, some government officials came to review the progress. Among those were regional textile commissioner Ram Asrey Lal, foreign trade

development officer Pradip Kumar and Mr Kuldeep Singh, assistant director at the ministry of micro, small and medium enterprises.

Exporters who had put up the best stalls were awarded by AEPC chairman Rakesh Vaid and IIGF convenor Pritam Goel. Shilpayan Exports was given the gold trophy, B.P. Impex was awarded silver trophy and InterCity Traders bagged the bronze trophy.

Besides, Fancy Images, Central Himalayan Shawls Kaavya Exports, Messianic, Dee Man International, Basant Exports and East & West Handicrafts Enterprise were given certificates of merit to putting up the dazzling displays.

The IIGF has being organised 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).

Over 3,000 visitors from 70 countries are expected to attend the fashion extravaganza. During the three-day exhibition, Indian exporters will launch new range of products with special offerings, make efforts to strengthen existing markets and explore new markets.

The IIGF at Pragati Maidan is spread over six large halls of 14,400 square metres. The products on display include casual wear and city wear, high fashion and occasional wear, lingerie, specialty garments, sportswear besides accessories and fashion jewellery.

India exports apparel worth 10 billion dollars in a year. The AEPC has over 8,000 small, medium and large exporters as its members.