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PRESS RELEASE

### **Maran inaugurates 43rd IIGF, calls for exploring new markets**

New Delhi, July 15 -- Textiles minister Dayanidhi Maran today asked garment exporters to explore new markets and consolidate existing strong position in traditional markets like the United States and the European Union.

Indian manufacturers should focus on opening of markets in Latin America, Africa and the Ocenia region, he said while inaugurating the three-day 43rd India International Garment Fair (IIGF) which began here to display the best of spring/summer collections of over 300 exhibitors.

Minister of state for textiles Panabaaka Lakshmi and textiles secretary Rita Menon were also present on the occasion.

Mr Maran said he was impressed by the scale of participation in the fair and was happy to learn that in the time of recession, these fair have been able to attract buyers. “What gives me satisfaction is that 20 buyers from Japan as well as some buyers from Argentina and Uruguay have come for the first time. This vindicates our ‘Look East Policy.’

To maintain the momentum, the minister will be leading a trade delegation to Japan next week, where he will hold discussions with government officials and business leaders. Over 50 textiles and clothing exporters are participating in Japan International Fashion Fair (JIFF) being held in Tokyo from July 22 to 24.

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 three-day exhibition, Indian exporters will launch new range of products, offer special products, 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.

"The event has evolved into a global platform over the past two decades," said AEPC chairman Rakesh Vaid. "It provides a crucial link between Indian manufacturers and buyers from all over the world looking for the latest fashion trends and new business avenues."

A major highlight at the IIGF was haute technology fashion showcased by the Institute of Apparel Management with a theme 'Recession to Transition Through Light.' Garments with surface mount technology, flexible printed circuit boards and light-emitting diodes twinkled as recession-weary buyers passed by, provoking many of them to stop and look.

During the 42<sup>nd</sup> IIGF, business worth 5.69 billion dollars was generated.

Earlier during the day, the AEPC signed a memorandum of understanding with the Taiwan Textile Federation (TTF) for cooperation in promotion of events abroad. The MoU was signed by AEPC deputy secretary general Vijay Mathur and TTF deputy secretary general Frank Hsu.

The agreement provides for promoting Taiwanese apparel, textile machinery and trade fairs where Indian manufacturers can participate, helping Taiwanese textile firms to set up units in textile parks under the 100 per cent foreign direct investments route, using each other's infrastructure and promotional materials including electronic brochures, flyers and catalogues to be supplied for delegations visiting India and Taiwan.

Among those present were Taiwan's representative to India Philip Wen Chiyi Ong, director of economic division at the Taipei Economic and Cultural Centre here Leon Lee and TTF project manager Jennifer Liu.

Both organisations will work together in identifying investors for setting up man-made and special fabric manufacturing units and facilitating Taiwan's textile industry for setting up joint ventures in India for eco-friendly and specialty apparel.

Taiwan is ranked as fifth largest textile exporter worldwide while India is the seventh largest exporter of textiles and sixth largest exporter of apparel.

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