

**Council's participation in Futura Fair, Dublin, Ireland, held  
from 27<sup>th</sup> February - 1<sup>st</sup> March, 2011.**

The export of readymade garments from India to Ireland reached US\$89.80 million in the year 2009 from US\$ 41.19 million in 2008 and recorded a growth of 118.06% in 2009. Looking to the growth of RMG exports and to tap a comparatively new market, Council participated in Futura Fair at Dublin, Ireland, which was held from 27<sup>th</sup> February - 1<sup>st</sup> March, 2011. The Council had a separate India Pavilion in the Shell Borne Hall of Futura Fair, Dublin.



( A view of the India Pavilion in Futura Fair )

The salient features of the Fair are given below:-

- 7 countries participated in the fair with 120 booths (Spain, Denmark, UK, Scotland, India, Northern Ireland and Ireland).
- The Council had taken 05 booths of 9 sq mtr. each ( 4 booths for exhibitors and 1 booth for AEPC)
- The main products on display were Ladies High Fashion garments, children wear, men's wear, fashion accessories like stoles, shawls, scarves, bathrobes, jackets, trousers, children garments of terry fabrics etc.
- Over 350 buyers visited the India Pavilion during the fair days and order worth US\$ 70,000 were booked and value of orders under negotiations are US\$510000.
- Ms. Maureen, Managing Director of Futura Fair Authority visited India Pavilion on 27<sup>th</sup> February, 2011 and met all Indian exhibitors and boosted the moral of the participants.
- Many of the buyers had their own stalls in the Fair. Our catalogue was distributed to all the buyers, who had their stalls in the fair. A list of some of the buyers, who visited India Pavilion is given below:-
  - i) M/s Heather Finn, Ireland
  - ii) M/s Adagatti, Waterford, Ireland
  - iii) M/s Andrew Greenlee, Northern Ireland
  - iv) M/s B. Young, Cork, Ireland
  - v) M/s Babyface, Dublin, Ireland
  - vi) M/s Blend She, Waterford, Ireland
  - vii) M/s Breo, Northern Ireland

- viii) M/s Charfal by Inson Fashion Agency, Northern Ireland
- ix) M/s Chocolate, Dublin Ireland
- x) M/s Daisy May, Dublin, Ireland
- xi) M/s Dinosoles, UK
- xii) M/s Dr. Bear Company, Wicklow, Ireland
- xiii) M/s Ella Boo, Dublin, Ireland
- xiv) M/s Failsworth, Northern Ireland
- xv) M/s Fashions of Spain, Dublin, Ireland
- xvi) M/s John Bentley, County Louth, Ireland
- xvii) M/s Maisy, Ireland
- xviii) M/s Orion London, Ireland
- xix) M/s Bing Bong, Ireland



*( Buyers visit in one of the Indian Exhibitors booth)*



*( Display of woollen scarves in Indian Booth)*

### Fashion City at Dublin

The Fashion City at Dublin is situated on the outskirts City in an area of about 200 acres. There are about 75 big companies, who are buying garments from all over the world for import to Ireland.

During the Fair, appointments were arranged with the buyers in the Fashion City in Dublin for our exhibitors through one of the buying agents, who had a stall in the Futura Fair. On 1<sup>st</sup> March, 2011 after the conclusion of the fair, all the participants were taken to Fashion City and the participants carried their samples, which were shown to the buyers in the Fashion City.



*( A view of the Fashion City at Dublin)*



*( A view of the warehouse of one of the garment buyers at Fashion City)*

Due to extremely good response, appointments were made on 2<sup>nd</sup> and 3<sup>rd</sup> March also for the exhibitors and all the exhibitors stayed 3 days extra after the fair and finalized good orders in the Fashion City.