



सत्यमेव जयते

A Report

On

Tex-Trends India 2011



*2 - 4 February'2011,
Pragati Maidan, New Delhi.*

An initiative of

MINISTRY OF TEXTILES

SUPPORTED BY

**MINISTRY OF COMMERCE & INDUSTRY,
GOVERNMENT OF INDIA**

FEBRUARY, 2011

INTRODUCTION

Tex-Trends India 2011, a joint initiative of the Ministry of Textiles and Ministry of Commerce and Industry, in collaboration with all the 11 export promotion bodies under the administrative control of the Ministry of Textiles, has emerged as one of the Asia's largest sourcing textile shows covering entire value chain of textiles and clothing including Apparel, Fashion Jewellery and Accessories; Home Furnishings and Floor Coverings; Fibres, Yarns, Wool, Threads & Fabrics, Carpets, Silk, Synthetic, Rayon and Cotton textiles, Jute & Woollen garments etc. This B2B event was organised from 2 - 4 February, 2011 at Hall Nos, 8,9,10,11,12,12A,14 &18, Pragati Maidan, New Delhi, under the supervision of Ministry of Textiles with Apparel Export Promotion Council as the lead Council for organizing the event.

The other participating Councils and export promotion bodies were: Carpet Export Promotion Council, The Cotton Textiles Export Promotion Council, Export Promotion Council for Handicrafts, Handlooms Export Promotion Council, The Indian Silk Export Promotion Council, Powerloom Development & Export Promotion Council, the Synthetic and Rayon Textiles Export Promotion Council and the Wool & Woolens Export Promotion Council, Wool Industry Export Promotion Council and National Jute Board,

Ministry of Commerce & Industry had sanctioned a grant of Rs. 1199.51 lakhs for overseas publicity, space rent and buyer promotion for this reverse BSM under the MAI scheme.

INAUGURATION

The Fair was inaugurated by Shri Pranab Mukherjee, Hon'ble Union Finance Minister in the presence of Thiru. Dayanidhi Maran, Union Minister of Textiles; Smt. Panabaaka Lakshmi, Union Minister of State for Textiles and Smt. Rita Menon, IAS, Secretary, Ministry of Textiles on 2nd February'2011 in a spectacular ceremony at Shakuntalam Theatre in Pragati Maidan.

Shri Premal Udani, Chairman, AEPC welcomed the dignitaries and Smt. Rita Menon Secretary Textiles outlined the salient features and objectives of the event. She said that this unique event has been conceptualized and organized to position India's entire range of products in the textiles value chain and allied products like carpets, jute, fashion accessories before the global buyers on a single platform and create synergy to boost India's export in this sector.

Hon'ble Finance Minister inaugurated the fair by unveiling the Tex Trend India 2011 plaque and Fair Catalogue. In his inaugural address Thiru. Pranab Mukherjee, Hon'ble Union Finance Minister, said that "Worldwide the textile and clothing exhibitions for overseas buyers are held by combining several segments of the textile industry. I am very elated to be a part of a textile event of such a stature, which is being organized in India for the first time. We are very hopeful that Tex-Trends India 2011 will serve as a much needed platform and an opportunity for a large number of exhibitors and buyers from across the globe to interact under one roof."

In his presidential address, Thiru. Dayanidhi Maran, Hon'ble Union Minister of Textiles said that "With a view to synergize the efforts of all the promotion councils and to showcase the strength of India in the entire value chain of textiles and apparel sector, Ministry of Textiles along with Ministry of Commerce and Industry have come up with Tex-Trends, which is really commendable and will definitely provide the much needed fillip to the Indian Textile industry." He further added, "In order to enhance the global reach of India's wide array of textiles and clothing including Indian Garments & Accessories, Fabrics, Home Furnishings & Made-Ups, Indian Handicrafts, Handlooms, Silk,

Wool and Woolen products, Jewellery, Jute and Carpets, this initiative is in line with Ministry of Textile's mission of intensifying the efforts for strengthening the position of Indian Textile industry in the traditional markets like US and EU and making inroads into new and emerging markets in Asia, Latin America, Africa and East European countries." said Smt. Panabaaka Lakshmi, Union Minister of State, Ministry of Textiles.

Shri Vinod K Ladia, Chairman, SRTEPC proposed the vote of thanks.



Hon'ble Finance Minister, Shri Pranab Mukherjee giving the Inaugural address in the Text-Trends India 2011



Hon'ble Textile Minister Thiru. Dayanidhi Maran giving the Presidential address during the inaugural ceremony of the Text-Trends India 2011.



Hon'ble Minister of State for Textiles, Tmt., Panabaaka Lakshmi addressing the gathering during the inaugural ceremony of the Tex-Trends India 2011.



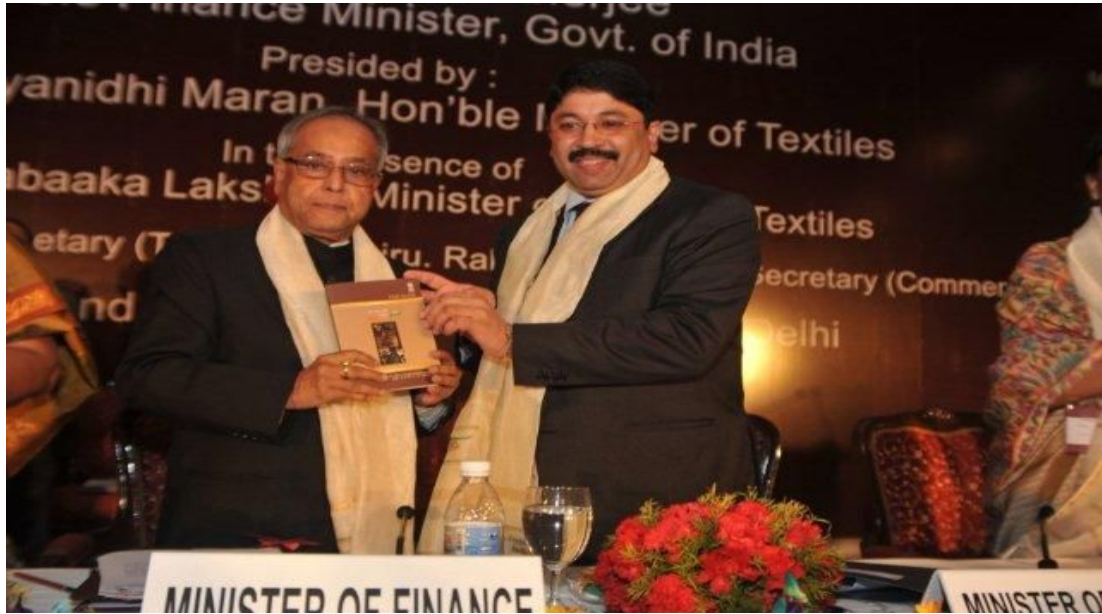
Smt. Rita Menon, IAS, Secretary, Ministry of Textiles addressing the gathering during the inaugural ceremony of the Tex-Trends India 2011.



Thiru Dayanidhi Maran, Smt. Rita Menon and Shri Premal Udani gracing the dias.



Shri Premal Udani, Chairman, AEPC giving the welcome address during the inaugural ceremony the Tex-Trends India 2011



Hon'ble Finance Minister unveiling the Fair Catalogue of the Tex-Trends India 2011 during the inaugural function of the fair.



Thiru. Dayanidhi Maran, Hon'ble Minister for Textiles, Tmt. Panabaaka Lakshmi, hon'ble Minister of State for Textiles, Smt. Rita Menon, IAS, Secretary (Textiles), Shri V. Srinivas, IAS, Joint Secretary(exports), Ministry of Textiles, Shri Premal Udani, Chairman, AEPC, Shri Vinod K Ladia, Chairman, SRTEPC, Shri Vimal Kirti Singh, IAS, Secretary General, AEPC and others in front of Shakuntalam Theatre, Pragati Maidan, New Delhi.

After inauguration of the fair the dignitaries visited various exhibition halls and also witnessed a spectacular fashion show in hall No 12A showcasing the fashion trends and Indian textile Industry profiles.



Thiru. Dayanidhi Maran, Hon'ble Minister for Textiles, Tmt. Panabaaka Lakshmi, hon'ble Minister of State for Textiles visiting the stalls.



Thiru. Dayanidhi Maran, Hon'ble Minister for Textiles, Tmt. Panabaaka Lakshmi, hon'ble Minister of State for Textiles visiting the stalls.



Thiru. Dayanidhi Maran, Hon'ble Minister for Textiles, Tmt. Panabaaka Lakshmi, Hon'ble Minister of State for Textiles and Smt. Rita Menon, IAS, Secretary (Textgiles) watching the Fashion show.

PARTICIPANTS PROFILE

734 participants from the length and breadth of India participated in the fair occupying more than 13000 Sq meters of exhibition space, covering all sections of the textiles value chain and allied products. The Council wise break-up of exhibitors was as follows:-

Name of the Council	No. of participants	Total sq. mtrs.
AEPC	295	6641
EPCH	117	2578
TEXPROCIL	17	309
CEPC	42	516
NJB	65	723
ISEPC	36	462
WWEPC	7	81
SRTEPC	50	891
HEPC	44	513
Wool TEXPRO	16	432
PDEXCIL	45	417
TOTAL	734	13563
9 sq. mtrs. equivalent booths	1507	

The exhibition area converted to standard 9 sq. meters number of equivalent booths comes up to 1507. Further, out of the total stall area of 13563 sq. mtrs., 45 participating exhibitors opted for bare space covering an area of 2318 sq. mtrs.

The State wise participation details are as under:-

City	No. of Participants
Andhra Pradesh	12
Assam	12
Bihar	4
Gujarat	21
Haryana	28
Himachal Pradesh	3
Jammu & Kashmir	9
Karnataka	14
Kerala	3
Madhya Pradesh	6
Maharashtra	69
Manipur	2
New Delhi	231
Punjab	17
Rajasthan	88
Sikkim	1
Tamilnadu	46
Uttar Pradesh	112
Uttaranchal	2
West Bengal	44
Others	10
TOTAL	734

To encourage participation from all corners of India, complementary return airfare according to the exhibit area was provided to the participants.

SPECIAL INCENTIVE TO THE PARTICIPANTS FROM NORTH EAST

In addition to the above 405 sqr meters of free space and airfare was provided to 45 participants from the North Eastern Region, including a special NE theme pavilion, for promoting the art and craft of the North East sector.

PRODUCT PROFILE ON DISPLAY

The product profile of the fair covered the entire value chain of the textile and clothing industry and included the following:-

- Women's wear, Men's wear, Kids' wear, Casual Wear, City Wear, High Fashion & Occasional Wear, Lingerie, Specialty Garments, Sportswear, Knitwear Fashion & Accessories.
- Home Furnishings & Made-ups, Bed Linen, Bath Towels, Kitchen Linen, Napkins, Cushion covers, Floor Mats, Curtains & Embellishments.
- Fabrics & Garments Synthetic & Rayon Fabrics, Handmade Fibres & Blends thereof, Cotton Fabrics, Woolen Fabrics, Yarn & Made-ups, Technical Textiles.
- Handmade Silk, Art Silk & Silk Sarees, made ups, dress materials, fashion wears.
- Drill Crapes, Satin, Twill, Sarees & Handkerchiefs.
- Blankets, Shawls, Stoles & Made-ups.
- Handloom Clothing, Handloom Bed Covers/Spreads Handloom Curtains.
- Textile Based Handicrafts, Fashion Jewellery & Accessories.
- Carpets, Durries & Rugs.
- Jute Specialties, Packaging Materials, Floor Coverings, Shopping & Carry Bags
- Handicrafts and Fashion Accessories
- Wool and woolen products, made ups, dress materials etc.



Buyers visiting the Tex-Trends India 2011

BUYERS' PROFILE

The total number of buyers/potential buyers and buying agents who visited the fair is as follows:-

Buyers	-	1580
Buying Agents	-	872

TOTAL		2452

The selected visiting buyers' were given hospitalities like complimentary air tickets, Hotel Stay, Pick up Facility from hotel to fair venue and back, and breakfast. Out of the 1580 buyers who visited the fair 170 buyers were given complimentary airfare and 341 buyers from 341 companies were given complementary hotel stay. Apart from the overseas buyers 872 Buying Agents of foreign retail chains or buying houses based in India and abroad visited the fair during three days. The country-wise buyers, who have visited the fair during the three days of the fair is as follows:-

S. No.	COUNTRY	NOS. OF BUYERS
01.	USA	205
02.	UK	122
03.	JAPAN	98
04.	SPAIN	94
05.	FRANCE	80
06.	ITALY	75
07.	TURKEY	63
08.	AUSTRALIA	62
09.	UAE	46
10.	SOUTH AFRICA	41
11.	CANADA	40
12.	GERMANY	33
13.	BRAZIL	31
14.	HONG KONG	29
15.	ARGENTINA	26
16.	SWEDEN	25
17.	RUSSIA	21
18.	MEXICO	19
19.	HOLLAND	17
20.	CHINA	15
21.	ISRAEL	15
22.	KUWAIT	13
23.	POLAND	13
24.	SAUDI ARABIA	13
25.	SINGAPORE	13
26.	THAILAND	13
27.	LEBANON	11
28.	GREECE	10
29.	IRAN	10
30.	SRI LANKA	10
31.	BELGIUM	9
32.	MAURITIUS	9
33.	ALBANIA	8
34.	DENMARK	8
35.	MALAYSIA	8
36.	COLOMBIA	7
37.	NETHERLANDS	7
38.	NORWAY	7
39.	SWITZERLAND	7
40.	CHILE	6

41.	MOROCCO	6
42.	NEPAL	6
43.	BAHRAIN	5
44.	KOREA	5
45.	ROMANIA	5
46.	SLOVENIA	5
47.	UKRAINE	5
48.	AFGHANISTAN	4
49.	ETHIOPIA	4
50.	FINLAND	4
51.	JORDAN	4
52.	NEW ZEALAND	4
53.	PORTUGAL	4
54.	BANGLADESH	3
55.	EGYPT	3
56.	HUNGARY	3
57.	ICELAND	3
58.	INDONESIA	3
59.	REUNION ISLAND	3
60.	SLOVAK REPUBLIC	3
61.	SYRIA	3
62.	TANZANIA	3
63.	ZIMBABWE	3
64.	ALGERIA	2
65.	AUSTRIA	2
66.	BULGARIA	2
67.	CROATIA	2
68.	CYPRUS	2
69.	KENYA	2
70.	KYRGYZSTAN	2
71.	MACAU	2
72.	MACEDONIA	2
73.	PANAMA	2
74.	PARAGUAY	2
75.	PHILIPPINES	2
76.	URUGUAY	2
77.	VALENCIA	2
78.	VENEZUELA	2
79.	OTHERS	120
	TOTAL	1580

THEME PAVILIONS

Theme pavilion were also set-up by various Council to showcase the strength of the Indian textile industry. The theme pavilions were set-up by the following Councils/Institutions:-

01. ISEPC
02. AEPC (AEPC theme area was built-up by Institute of Apparel Management)
03. NIFT
04. NTC
05. TEXPROCIL
06. SRTEPC
07. PDEXCIL
08. WOOLTEXPRO
09. EPCH
10. HEPC
11. CEPC
12. NJB

In addition, special space was provided to North Eastern Region for setting-up the Theme area to promote the textile and handicrafts of that region. Awards were given to the best theme pavilion.

Gold trophy for the best Theme Pavilion was awarded to NIFT (National Institute of Fashion Technology) whereas Silver Trophy was given to North Eastern Region and Bronze Trophy was given to Handloom Export Promotion Council.



NIFT Theme pavilion – Tex-Trends India 2011



North Eastern Theme Pavilion – Tex-Trends India 2011



PDEXCIL Theme Pavilion – Tex-Trends India 2011

BEST DISPLAY AWARDS

In order to encourage the exhibitors and participants and to acknowledge the creativity and the presentation at Tex-Trends 2011 best display awards were instituted for each of the following categories: Fabrics & Yarns, Made-Ups, Garments, Carpets, Handicrafts/Fashion/Jewellery/ Accessories, Handlooms and Jute. Awards were also constituted for best theme pavilions.

A jury comprising of eminent personalities in the field of fashion and textiles - Mr. Sunil Sethi, Ms. Jaya Jaitely, Mr. Harmeet Bajaj, Ms. Payal Jain, Mr. Gulshan Nanda, Ms. Usha Krishnan, Ms. Laila Tyabji, Mr. Vijay Rajan, Ms. Bahni Jha, Mr. Rohit Bal, Mr. Sabyasachi Mukherjee and Mr. Snehashish Ray visited each and every stall and pavilion to adjudge three winners in each category.

Smt. Panabaaka Lakshmi, Minister of State for Textiles in the presence of Smt. Rita Menon, IAS, Secretary Ministry of Textiles awarded Gold, Silver and Bronze trophy at the best display awards ceremony in a special ceremony on 4th February,2011 at Hamshadhvani Theatres, Pragati Maidan.

The list of Best Displayed Award Winners in respect under various categories is given hereunder:-

Prize Category	Stall No	Stall Name
Fabrics and yarn		
First Prize	14S-54	Birla Cellulose (Grasim Industries Ltd.)
Second Prize	9S-21	Cactus
Third Prize	9S-04	Authenticity
Made-ups		
First Prize	10/032	Swami Textiles Pvt. Ltd.
Second Prize	12/008	K.K. Accessories
Third Prize	12/001	Goyal Fashions Pvt Ltd.
Garments		
First Prize	12A/028	Cornell Overseas Pvt. Ltd.
Second Prize	12A/001	Ratan Textiles
Third Prize	11/104	East & West Handicraft Enterprise
Carpets		
First Prize	14W-16	Grover International
Second Prize	18C-04	Ansari Rug Bazar
Third Prize	18C-38	Anand Creations
Handloom		
First Prize	18H-03	Trishulin Overseas
Second Prize	18H-39	Jharkhand Silk, Textile & Handicraft Development
Third Prize	18H-15	Sahil International

Handicraft and Fashion Jewellery & Accs.			
First Prize	18E-59	Kashmir Fabric Industries	
Second Prize	18E-102	Fashionite Impex Pvt. Ltd.	
Third Prize	18E-40	Curio Jewels (P) Ltd.	
Jute			
First Prize	18L-02	Aarbur	
Second Prize	} Joint	18S - 04	Dastakari
Second Prize		18L - 01	Ambica Jute Mills Limited



Tmt. Panabaaka Lakshmi in the presence of Smt. Rita Menon, IAS giving away the Best Display Awards to the participants of Tex-Trends India 2011 .

SEMINARS

In the sideline of the Buyer-Seller Meet, various seminars were organized in Hall No. 12A on 3rd and 4th February'2011 on the following subjects:-

3rd February'2011

- **Seminar on India Sourcing – A Buyers Perspective'** – Participation by country Heads of GAP, Target, Impulse. The Country Heads of renowned international brands like GAP, Target and Impulse. Mr. Sunil Arora from M/s Impulse, Mr. Trip Wood of M/s Target and Mr. Yogesh Khurana of M/s Gap participated in the seminar. Mr. Guatam Nair was the Moderator
- **Seminar on Hedging Currency Risks** – Presentation by National Stock Exchange & Master Trust. A presentation was given National Stock Exchange & Master Trust. Shri Harjeet Singh Arora, MD, Master Trust provided the insight of currency hedging management

4th February'2011

- **'Silk Mark – The seal of Consumer Satisfaction** – A presentation by Central Silk Board, Ministry of Textiles.

Ms. Sanhati Pani anchored the seminars on both the days.



Mr. Trip Wood, Mr. Sunil Arora, Mr. Gautam Nair and Mr. Vijay Mathur, Deputy Secretary General, AEPC on the dias for the Seminar on India Sourcing – A Buyers Prospective, held on 3.2.2011.



Mr. Sukrit Chadha, National Stock Exchange, Mr. Harjeet Singh Arora, MD, Master Trust Ltd., Mr. Jashan Arora, Director, Master Trust Ltd., Mr. Gautam Nair, EC Member, AEPC Mr. Sunil Arora, MD, M/s Impulse India, Mr. Vijay Mathur, Deputy Secretary General, AEPC and Mr. Lalit Thukral, EC Member, AEPC during the Seminar on Hedging Currency Risks held on 3.2.2011.



Dr. R.D. Singh, Dy. Secretary, Central Silk Board, and Sh. S.L. Jain, senior Executive, SMOI during the Seminar on 'Silk Mark - The Seal of Consumer Satisfaction' held on 4.2.2011.

FASHION SHOWS

Spectacular Fashion Shows were held twice a day on all three days of the fair showcasing the textiles and fashion trends of India and abroad inspired by Fall/Winter and Spring/Summer collections. 22 exhibitors showcased their fashion trends and collections with 180 outfits. A special show was also held depicting the North East fashion trends, presented by the designers of North Eastern region on the behalf of PDEXCIL.



Fashion show in progress during the Tex-Trends India 2011.



Glimpses of Fashion Show during Tex-Trends India 2011

CULTURAL EVENING & GALA DINNER

In the evening of 3rd February/2011, the cultural diversity and heritage of India was captured in a spectacular cultural program organized by the cultural group 'Seher' - one of the highly regarded organizations in the area of performing and visual arts in the open air Hamshadhwani Theatre at Pragati Maidan. Accomplished artists of all the six classical dance forms of India presented a fusion of cultural milieu of India attracting wide appreciation of gathering consisting of foreign delegates and other dignitaries.

The evening concluded with a gala dinner, which provided yet another opportunity for buyers and exhibitors to interact and discuss the trends impacting the international trade in Textiles and Apparel.



View of the Cultural evening was organised for the visiting buyers.

OUTCOME REPORT

During the fair, 1580 foreign buyers and 872 buying agents visited the fair. Hall-wise footfall of buyers during the three days are as follows:-

	HALL NO. 9 - 11	HALL NO. 12, 12A	HALL NO. 14	HALL NO. 18	TOTAL
BUYERS	134	713	616	117	1580
BUYING AGENTS	74	392	340	66	872

Apart from the above registered buyers, 2564 local/ domestic buyers also visited the fair venue opening new vistas for business co-operation across the value chain. Hall-wise footfall of miscellaneous business visitors is as follows:-

HALL NO. 9 - 11	HALL NO. 12, 12A	HALL NO. 14	HALL NO. 18	TOTAL
172	186	1889	317	2564

With a view to give an opportunity to the general public to have a feel of the strength of the India textile sector and latest fashion trends the fair was kept open for the general public from 2.00 PM to 6.00 PM on 4th February'2011. During this short period 1187 visitors visited the fair.

BUSINESS GENERATED

During the three days of the fair, business worth approximately US\$ 185.78 million (Rs. 836 Crore) was negotiated during the fair.



Buyers sourcing their requirements for their next season with one of the participants of Tex-Trends India 2011

The Council-wise details of orders generated/negotiated i.e. export value in dollar terms is as follows:-

Name of the Council	Export value of orders received (in US\$)
ISEPC	3085,000
WWEPC	65000
EPCH	332500
HEPC	498413
NJB	2066697
PDEXCIL	1055200
TEXPROCIL	540500
SRTEPC	10976000
AEPC	164779690
CEPC	2381000
TOTAL	18,57,80,000

Overall Supervision and Co-ordination

The mega event was organized by the Textile Ministry with AEPC as the Lead Agency for implementation. The event was supervised and coordinated by team of dedicated officers comprising of Shri V. Srinivas, IAS, Joint Secretary (Exports), Ministry of Textiles and Chairman, Pilot Committee, Sh. Vimal Kirti Singh, IAS, Secretary General, AEPC, Lead Council, Shri S.S. Das, Director (Exports), Ministry of Textiles and Sh. J.P. Dutt, Under Secretary.

The Ministry of Textiles had also constituted a Pilot Committee consisting of the EDs/CAO members' incharge of exhibitions, of all the Export Promotion Councils/Export Promotion Bodies under the Ministry of Textiles with Joint Secretary (Exports) as the Chairman to take all exhibition related decisions.

Pilot Committee - Tex-Trends Indai 2011

1. Shri V. Srinivas, Joint Secretary (Exports),
Ministry of Textiles, Govt. of India - Chairman
2. Shri Vimal Kirti Singh, IAS, Secretary General, AEPC
3. Shri Rakesh Kumar, ED, EPCH
4. Shri Shiv Kumar Gupta, ED, CEPC
5. Dr. (Mrs.) Beela Rajesh, IAS, ED, HEPC
6. Shri Anand Haldankar, ED, ISEPC
7. Shri R.K. Gupta, ED, WWEPC
8. Shri E.L. Paulo, ED, SRTEPC
9. Shri Arti Bhattacharya, IAS, Secretary, NJB

10. Shri Siddhartha Rajagopal, ED, TEXPROCIL
11. Shri S. Balaraju, ED, PDEXCIL
12. Shri Mahesh N Sanil, ED, WOOLTEXPRO

The mega event was a grand success with the valuable support and contribution by the Chairmen of the Export Promotion Councils as follows:-

1. Shri Premal Udani, Chairman, AEPC
2. Shri Raj Kumar Malhotra, Chairman, EPCH
3. Shri O.P. Garg, Chairman, CEPC
4. Shri Ramesh Kumar Chugh, Chairman, HEPC
5. Shri Bimal Mawandia, Chairman, ISEPC
6. Shri Ashok Jaidka, Chairman, WWEPC
7. Shri Vinod K Ladia, Chairman, SRTEPC
8. Shri Amit Ruparelia, Chairman, TEXPROCIL
9. Shri Bharat Kumar M. Chhajar, Chairman, PDEXCIL
10. Shri Surinder Goyal, Chairman, WOOLTEXPRO

Lead Council



Apparel Export Promotion
Council (AEPC)

IN ASSOCIATION WITH



For more information, please contact:-

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