

TITAS 2010 Generated Huge Business Opportunity

Organized by TTF and supported by the Bureau of Foreign Trade, Ministry of Economic Affairs, TITAS 2010 took a bow on October 15. The three-day show attracted 22,479 visitors, an increase of 10.8% compared to last year, and generated an estimated order amount of 39 million US dollars, a growth of 8.3% from last year. Benefitted from ECFA (Cross-Strait Economic Cooperation Framework Agreement) effects, TITAS 2010 reached an exhibition scale of 556 booths. More than 100 invited buyers and designers from 66 international brands had 653 one-on-one business meetings with exhibitors. Business prospects were burgeoning everywhere at the site.

Buyers amazed by innovative exhibits

As expected, recycled PET bottle textiles is one of the key product trends at the show. Formosa Plastics, Far Eastern, Lealea and DAAI Technology were crowded with interested visitors checking out various recycled PET bottle textile end-products. Other eye-catching eco textiles included the recycled nylon fiber produced by Formosa Chemicals & Fibre, which is awarded with official Green Mark, the quick-drying, deodorizing and thermal coffee charcoal fiber fabric from Formosa Taffeta, cooling and energy-saving fabrics CoolBest II[®] and SecoTecII[®] from Lealea, cooling yarn FLYCOOL[®] from New Wide, ecological velcro and eco yarn from Taiwan Paiho, and eco-friendly fabric collection from BeBe Cotton.

In addition to functional and eco textiles for apparel use, a noteworthy product trend at TITAS this year was industrial textiles, which included flame-resistant clothing, life jacket, geo textile, tire cord, fishing net, net cage, 30D elastic polyester filament, chimney filter, conveyor belt for precision instrument, airbag fabric, and furnishings fabric. This emerging trend indicates the sensitivity and quick response of Taiwan textile industry toward market development and competitiveness.

Business meetings hitting new record

The business prospects implied by ECFA were reflected at TITAS by an increase of 213 one-on-one business meetings from last year to reach 653 this year, a record high in the show's history. And for the first time TITAS had brand buyers coming from Russia, Swiss and Czech.

Besides functional textiles and recycled PET bottle textiles, functional trimmings and accessories also received lots of enquiries during business meetings. In addition, demands for functional fashion fabric were growing due to climate change. Enquiries from both outdoor

and fashion apparel brands for extra fine denier and extra light-weight functional fabrics are thus very strong.

Buyers and exhibitors both giving positive responses to meetings arrangement

The organizers of TITAS have allocated an extra area for business meetings this year. During the meetings, the orders placed were estimated to reach 10 million US dollars. Buying representatives from various international brands indicated that the rich, advanced and quality product choices and the well and efficiently-planned meetings made TITAS a highly recommendable professional exhibition.

Two designers from American outdoor wear brand EXOFFICIO were surprised by the versatile and fashionable textiles that Taiwan can offer, while product manager from Italian women's outdoor wear brand Wild Roses said that although TITAS was not a very big show but it was certainly a best show to source textile materials for outdoor gears. The head of production team from the first-timer Swedish brand Mammut Sports expressed their satisfaction at finding many new suppliers and innovative products at TITAS, and the material R&D manager of British swimwear brand Speedo was impressed with the show's planning and the substantial benefits of business meetings, and specifically referred to the excellent quality of Taiwan's textiles as very competitive in the global market.

Rising ECFA effects

The textile supply chain between Taiwan and China textile industries has long been linked. With the signing of ECFA, textiles exported to each other will enjoy tariff-cut/duty free treatment very soon. Chinese exhibitors at TITAS 2010 increased manifestly and most of them were looking for alliance partners to prepare for post-ECFA business. Leading Chinese brands including Toread, KAILAS, Northland and Shehe all spoke highly of the time- and effort-saving arrangements at TITAS. They referred to the innovative ability of Taiwan's textile manufacturers and confirmed their intention to augment purchase volume in the near future. Three business group meetings for delegations from China Profession Apparel Industry Association, Textile Industry Chamber of Zongda Canton China, and Beijing Textile Holding Co. Ltd. were specially arranged for Chinese industrialists to meet with 13 Taiwanese exhibitors to explore long-termed cooperation.

See you next year!

TITAS 2011 is expected to witness a fully-recovered economy and a prosperous business event. It is scheduled from October 12 to 14 at Exhibition Hall 1, Taipei World Trade Center.

For further information on TITAS, please refer to the official website: www.titas.com.tw.



Taiwan Textile Federation
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