

2010 Taipei Innovative Textile Application Show

# TITAS

October 13~15



2010 Taipei Innovative Textile Application Show

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Taipei World Trade Center, Hall 1



# 2010

## Taipei Innovative Textile Application Show

### The best Stop to shop for innovation

The 14th Taipei Innovative Textile Application Show (TITAS) will be held from October 13-15 at Taipei World Trade Center, Exhibition Hall 1. More than 300 exhibitors with 500 booths from all over the world are expected to be part of the annual gathering.

TITAS 2010 is divided into 7 categories as follows:

- Fibers and Yarns • Apparel Textiles for Fashion and Function
- Home and Industrial Textiles • Trimmings and Related Products
- OEM/ODM Apparels and Accessories
- Related Services and Textile Machinery • Cross Strait Textile Fair



### Innovation and Profession

TITAS is the only professional textile trade show at Taipei. “Green” is still the new pink at TITAS 2010. Eco-friendly and functional fashion sets the trend for this year. Our innovation and profession help buyers stay sync with seasonal fashion and make TITAS 2010 a destination where international textile buyers must stop by.



### Business Opportunity

From fibers, yarns, fabric, trimmings, accessories to ready-to-wear technologies, TITAS 2010 provides complete supply chains for buyers with different buy-in needs. It follows buyers only to make a one-stop shop to fulfill their wish list for the ever changing trends. More matchmaking meetings for suppliers and buyers, and seminars for the

latest style and market trends will be arranged this year as well. With your participation, a better year for textile industry can be expected at TITIAS 2010.



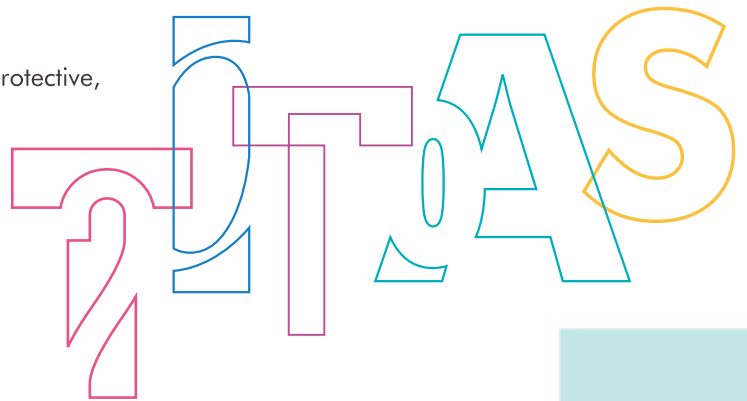
## TITAS 2009 / Outstanding Results

- 325 exhibitors from 9 countries and regions participated with 504 booths.
- 20,288 professional visits from 41 countries and regions.
- 24 buying delegations with a total of 300 members across 9 nations/regions visited TITAS.
- 100 sourcing representatives from major global name brands and retailers came and took part in the trade meetings with 150 manufacturers.
- 15 seminars attracted 1,300 audience, covering topics on environment, fashion, market trends and marketing.

## TITAS 2009 / Innovation

Great versatility in innovative products was the star at TITAS 2009 as follows:

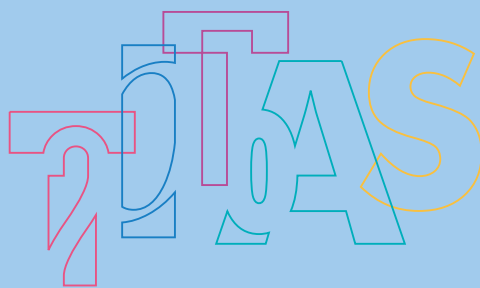
- Formotex by Formosa Chemicals & Fibre
- The coldblack® technology by Formosa Taffeta
- 3-in-1 D&H Fiber by Far Eastern Group, featuring UV protective, antibacterial and moisture transferring
- "Spiral-Light" PU webbing design by Paiho
- Multi-functional Dreamfel® fiber by Tri-Ocean
- DAAI Yarn using recycled PET fiber by DAAI Technology
- Coconut charcoal fiber by Ho Yu



## TITAS 2009 / Review and Praise

- Mr. Ruffier, Textile and Accessories Buying Purchaser from French brand Lafuma, was very much impressed with Taiwan's eco textiles and looking forward to future business opportunity.
- Ms. Back, Fabric Manager from Norwegian brand Helly Hansen, appreciated her trip to Taiwan where she met many potential new suppliers.
- Mr. Meeks, Design Materials Manager of American outdoor clothing brand Marmot, was excited to visit TITAS and found many local manufacturers ideal for Marmot's suppliers.
- Ms. Han, Vice General Manager of Tread, expressed great interest in the advanced technology of local textile industry. Within reasonable price range, Han would like to work with Taiwan's textile industry.
- Mr. Rao, Director of Production of the Austrian brand, Northland, based in Great China, found the competitiveness of Taiwan's functional textile industry in marketplaces.





## Counseling

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**Bureau of Foreign Trade,  
Ministry of Economic Affairs**

## Organizers

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## Co-Organizers

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Material and Chemical Research Laboratories of Industrial  
Technology Research Institute, Taiwan Textile Research Institute,  
Footwear and Recreation Technology Research Institute