



Focus of Textile Innovation Internationally Renowned Industrial Event

- ◆ 345 exhibitors from 13 countries used 580 booths for this year, up 30% from 2010; booths used by overseas exhibitors hit a record high of 126.
- ◆ 25,170 buyers and visitors from 44 countries came to the show, up 12% from 2010.
- ◆ 147 representatives of 77 internationally known brands and retailers from 21 countries gathered for textiles procurement.
- ◆ 776 one-on-one procurement meetings were arranged, participated by 1,300 representatives of both buyers and exhibitors.



TITAS Grows with Enthusiasm of Both Domestic and Foreign Participants

Exhibition scale hits 10-year high, creating over US\$55 million trade opportunities

Taipei Innovative Textile Application Show 2011 (TITAS 2011), organized by the Taiwan Textile Federation (TTF) under the auspices of the Bureau of Foreign Trade, Ministry of Economic Affairs, ended successfully on October 14. A total of 345 exhibitors from 13 countries used 580 booths at the 3-day show at the Taipei World Trade Center (TWTC). TITAS 2011, which saw a record exhibition scale in 10 years, drew over 25,000 both domestic and overseas visitors in textile and related fields.

Taiwan has built a complete textile supply chain and holds key advantages in functional yarn and fabrics. With superb R&D, quick delivery, and production capability, Taiwan textile companies have become reliable suppliers for prestigious international brands. TITAS 2012 from October 16 to 18 will move to the TWTC Nangang Exhibition Hall, offering a bigger space and more comprehensive services, and enabling exhibitors to demonstrate their innovations to more buyers.



Shih-chao Cho, Director General of Bureau of Foreign Trade, and Leo Y.H. Yeh, Chairman of Taiwan Textile Federation, visits TITAS together.

Now in its 15th year, TITAS celebrates innovation, each year inviting exhibitors that capitalize on advanced technology, make visionary products, and offer competitive prices. Over the 15 years, the show has stably enhanced while generating huge business opportunities for participants.

TITAS expands over years, serving as a major event for international textile market

TITAS 2011 featured a variety of products, including fibers, yarn, fabrics, garments, accessories and trimming that reflected the principles of functionality, sustainability and fashion. For this year, exhibitors highlighted Formosa Plastics Group (FPG), Far Eastern New Century (FENC), Everlight Chemical, New Wide, among others. As for the 69 exhibitors from Chinese mainland, those from western Fujian Province played key roles of the Cross-straits Textile Area of the show. Other important exhibitors from abroad were the exhibitor group from the Preview In Daegu, South Korea, members of the Confederation of Indian Textile Industry, and members of the Fukui Textile Merchants Association from Japan.

TITAS is now a platform for connecting local textile industry with the rest of the world, and in the meantime placing industrial leaders side by side with small and medium enterprises to achieve greater success through capitalizing on each other's strengths. While FPG and FENC, for example, demonstrated their advanced technologies at the show, they introduced the achievements of Taiwan textile industry to the world and at the same time inspired small and medium enterprises with new development.

FENC Chairman Douglas Hsu, who attends TITAS every year, lauded the show's progress as saying, "This year's exhibition has the biggest participation ever. Through better and more diverse exhibits, the show highlights Taiwan textiles' quality and helps raise the industry's competitiveness."

The show's focus on functional textiles for leisure and sports purposes has lured buyers from all over the world. Since 2008, TITAS has expanded its one-on-one procurement meetings, which have gained popularity among buyers



TITAS has become a major international textile event, a platform that connects Taiwan with the global textile industry.

and become a main feature of the show. This year, a total of 77 prestigious international brands were invited, with 147 representatives taking part in 776 procurement meetings that helped them find the right partners.

FPG and FENC lead in innovation

This year most exhibitors demonstrated green and lightweight products that reflected the functionality, fashion, and eco trends of the industry. The FPG pavilion (including member companies Formosa Plastics, Formosa Chemicals & Fibre, Nan Ya Plastics and Formosa Taffeta) featured the theme of "Green Energy, Sustainable Life" and showcased related products. Chairman Wen-yuan Wong said, "With an oil shortage in the world, functional and recyclable textiles will be the mainstream. They do not account for a major portion of our sales, but with their high margin and added value, they will definitely be a major source of the Group's revenue in the future."

Formosa Chemicals & Fibre flaunted its single filament



Douglas Hsu, Chairman of Far Eastern New Century, attends TITAS to show his support to this event every year.



Far Eastern New Century turns recycled PET bottles into soccer jerseys worn by 2010 World Cup players.



Far Eastern New Century operates with the motto of "turning waste into gold."



Wen-yuan Wong, Chairman of the Formosa Plastics Group, cites functional and recyclable textiles as the major trends of the industry.



Formosa Chemicals & Fibre unveils a densely knitted fabric that is soft, light and breathable.



Formosa Taffeta showcases a fabric that combines eco and fashion.

nylon microfiber with density of under 0.5D/f and tenacity of 7.0g/D. The fiber is made into fabrics that are soft, light and breathable. The 20-denier glossy nylon filament, an eye-catching product from the company, is studded with minerals that reflect light, and is used to make fashionable shining fabrics. Also displayed was the company's self-developed high wet modulus rayon, of which Formosa Chemicals & Fibre is the second mass producer in the world. As the No. 4 carbon fiber producer in the world, Formosa Plastics introduced Tairyfil carbon fiber at the show.

Formosa Taffeta, meanwhile, showcased its fashionable and eco-friendly fabrics made of materials from FPG member companies. Its Trans-Uno series of polyester/nylon fabrics featuring one-way moisture-channeling transfer and repel sweat. Another eye-catching product was the Nanodermis series which received very positive response at Première Vision Paris. According to James M.C. Lee, Senior Vice President of the company, Nanodermis features soft, refined and natural touch with its nano structure, and is suitable for ultra-fine nylon textile products such as down jacket, sleeping bag and dustless clothes. Lee indicated that his company was seeking to enhance product value and had developed carbon fibers with applications in 3C gadgets, such as cases for laptops, iPhone and iPad. Next, the firm will focus on auto weight reduction amid popularity of electric vehicles.

Far Eastern New Century, with a motto of "turning waste

into gold," had a range of high value-added exhibits this year. The company's recycled PET bottle polyester fiber TOPGREEN was made into Nike soccer jerseys worn by Brazilian players in the 2010 World Cup games. "Our R&D efforts have resulted in high performance soccer jerseys using our three-dimensional, moisture-wicking and colorfast yarns and worn by the teams in World Cup and European Cup games. We've also clinched 40 percent of material orders for jerseys from Nike." Senior Vice President of the Knitting Fabric SBU Monsun Yang said.

FENC is committed to green product development and has put a special focus on bio-polyester, of which plant starch accounts for 30 percent. Currently, the firm supplies 20 percent of bio-polyester chips for making Coca-Cola's Plant Bottle. The firm has also teamed up with major sports brands to develop sportswear made with bio-fibers. To address the food supply problem that may come with bio-polyester development, FENC is currently working on bio-polyester made from fibers of tree bark, weed and rice stalk.

Other exhibits from FENC included the FETretch, a hydrophilic TPEE film to replace the traditional TPU film for fabric lamination. A functional and eco-friendly material, FETretch is suitable for fabrics with waterproof, breathable and wind-resistant requirement. FENC can offer integrated production services with less expensive price than imports while substantially upgrading Taiwan's lamination technology.



Everlight Chemical's eco-friendly dyes can be sprayed on textiles by an inkjet printer.



DA.AI Technology demonstrates a linden tree and other textiles made with 1,580 transparent PET bottles.



The No. 7 hook and loop Easy Tape made by Paiho Group has obtained patents in many nations.

Exhibitors demonstrate their best

Everlight Chemical displayed the Everzol CS series of eco-friendly reactive dyes as well as the EverEco series of lamination adhesives for medical and functional textiles. Everlight General Manager Wei-wang Chen commented on the recent "fast fashion" trend, saying: "Digital printing, which simplifies the dyeing process and eliminates the use of unnecessary chemicals, has become an important eco process and a vital element in fast fashion." Everlight is now one of the few digital printing ink suppliers in the world and introduced at TITAS this year acid-based ink Everjet AT series and reactive ink Everjet RT series, both the fruits of their hard work.

DA.AI Technology impressed visitors with a linden tree made with 1,580 PET bottles. Chairman Walter Huang said, "DA.AI has 4,500 recycling stations island-wide with over 70,000 volunteers who are inspired by Master Cheng Yuan. DA.AI is a non-profit organization. We work with bottle plants, polyester chip plants and textile plants that make garments, blankets and hats from those recycled bottles at lower-than-market prices for us. DA.AI meanwhile is responsible for products channeling and distribution, giving all the proceeds back to the Tzu Chi Foundation. We now concentrate primarily on garments yet will later shift our focus to blankets for disaster relief purpose."

With 30 years of experience, **Paiho Group** supplies various components for apparel and shoes including fasteners, elastic belts, shoelaces, webbings, reflective materials and bamboo charcoal products. Sales Manager Candy Chen said, "Our feature presentation this year is the No. 7 hook and loop Easy Tape. An internationally patented product, it can fasten over 10,000 times, much higher than the market average of 300 times. We're

looking forward to strong sales for this product, which we believe will replace traditional fasteners." According to Chen, Paiho exports 90% of its products and is a regular at TITAS, where the firm benefits by meeting many new international buyers.

A renowned local functional fabrics manufacturer, **Singtex** unveiled the S.Café yarn in 2009, which has achieved major success and has won the Taiwan Excellence award for two years in a row. This year the company took the S.Café yarn to TITAS for the first time. "The reason we emphasize the brand S.Café at the show is to highlight brand marketing, which is rather weak in Taiwan textile industry. We hope in the future, S.Café is to the textile industry just as Starbucks is to the coffee world." said Singtex's General Manager Jason Chen. Right now, S.Café yarn is used by 72 international brands, and the figure is expected to surpass 100 in one year.

New Wide is famous for its innovative knitted fabrics. "This year we want to show the world Taiwan's textile prowess by presenting our performance fabrics made via a green process. We strongly recommend our moisture-transferring, heat-releasing Dri-release fabrics, which combines the hydrophilic nature of natural fiber and water-conducting characteristic of synthetic fiber through a special technique. It dispels water quickly and keeps surface dry, a feature that attracts local and international clients." said Executive Director Sunny Huang.

Hoyu has successfully shifted in recent years its core products to high-end technical fabrics in order to create market segregation. The firm now specializes in outdoor and leisure textiles. At TITAS Hoyu introduced COCL coconut active carbon yarn, suitable for making high-precision non-woven fabrics and other technical fabrics such as those for airbag use.



Singtex takes the S.Café brand to TITAS for the first time.



New Wide displays its functional fabrics made with advanced weaving and dyeing technologies.



Hoyu focuses on outdoor leisure textiles and introduces various technical fabrics to find its market niche.



TITAS Procurement Meetings Highly Recognized

A total of 776 one-on-one meetings gather procurement representatives from 77 international brands

Each year, the Taipei Innovative Textile Application Show (TITAS) draws buyers from around the world for Taiwan's hi-tech, functional, comfortable and healthy textiles. Now the buyers are even more impressed with the efficient and quality arrangement of the one-on-one procurement meetings at the show. Over 100 representatives of 77 renowned brands and retailers from 21 countries attended 776 meetings in 2011.

In addition to regular attendees, TITAS 2011 saw first timers US ready-to-wear women's wear brand Chico's, UK's running clothes brand Ronhill and extreme sports equipment brand Mountain Equipment, Japanese outdoor wear and equipment brand Mont-Bell, and well-known Chinese sports brand Li-Ning and men's wear brand Septwolves, to name a few.

Taiwanese businesses come prepared; international buyers are full of praise

This year was the first time Ms. Erickson, Merchandising Director of US-based **Perry Ellis**, attended the procurement meetings and she couldn't have praised it enough. "This kind of arrangement is really great! In one morning, you can meet quite a few companies. They bring samples

and the fabrics they introduce are really what we want." With years of buying experience in Taiwan and a deep knowledge of Taiwan's textile businesses, Erickson originally considered it unnecessary to attend the procurement meetings. But, as she commented, through this activity she found more novelty materials and felt that Taiwanese textile businesses were continually pursuing innovation for buyers to catch up.

KJUS, a leading Swiss brand in ski and outdoor sportswear and gear, has used textile materials from Taiwan for years. "Taiwanese businesses are always bringing out something new. We are very happy to be here to learn new products and meet new people." said senior designer Ms. Rausch. She especially appreciated the positive attitude of Taiwanese companies. "They not only made presentations, but also prepared swatches for us to

bring back for test." she commented. It was in the many details that Rausch felt the meticulous attitude Taiwanese businesses have toward services.

Russia's **Red Fox**, established 20 years ago, is a major supplier of outdoor sports gear in Russia and Eastern Europe area. Mr. Semenov, the company's co-founder, pointed out that Red Fox has worked with Taiwanese textile companies for over 10 years, and "We often compare the quality and price of various countries' textile products, and Taiwan is always our first choice."

Ms. Laval, a fashion designer of France-based **Raidlight**, came to Taiwan to find inspiration. "We must first learn the features of the fabric products, and then design the appropriate leisurewear." For her first visit to TITAS, she was very grateful for the procurement meeting arrangement. "TTF's thoughtful arrangement has saved us much time in searching on the show floor. We met with companies that already knew our needs, and brought the fabrics we wanted with detailed explanation."

Innovative products, excellent services win international buyers' favor

Halti is a Finnish manufacturer of outdoor sports apparel and gear with main markets in central Europe and the Alps. The company has worked with Taiwanese sports fabric suppliers for many years. Product Manager Ms. Jarvinen really endorsed Taiwan-made textiles. "Taiwanese businesses possess highly professional technology and are very good at multi-functional fabrics such as moisture-transferring, thermal and breathable fabrics with excellent performance."

Mr. Urdiales, Senior Manager of American brand **Spyder**, also knows well the benefits of Taiwan-made cloths for sportswear. "I am here to buy breathable fabrics." said Urdiales. Yes, Taiwan-made textiles can really breath. And because of this special function, Taiwan's fabrics have already attracted many fans on the international market.

To the surprise of Mr. Banas, brand manager of Poland's Euromark **Polska S.A.**, he found a zipper supplier who provided a perfect solution to the company's long-term problems with zippers. "Though the price is slightly higher, it's not a problem if the quality is good," Banas said approvingly.

Norway-based **Helsport** provides outdoor equipment including primarily tents, sleeping bags, thermal shoes, rain covers, wind shields and hiking gear. The company's Head of Product Development Mr. Sorhus came a long

way to TITAS for light but durable fabrics for outdoor sports clothes.

Mr. Kim, General Manager for Product Sourcing of **LS Networks**, a major trading group in South Korea, led a team of seven members to attend TITAS. "The suppliers of our outdoor sports apparel and goods use mostly Taiwan-made textiles." Kim said with his approval of Taiwan's textile products.

Business opportunities emerge across the straits

TITAS 2011 also induced many heavyweight buyers from Chinese mainland. **Shehe** is a reputable outdoor clothing brand with an ethnic touch. Mr. Lu, the brand's General Manager, considered Taiwan's textile materials were excellent in quality and performance, and this was the reason why he attended the annual show for the third time this year.

Beijing **Toread** is the largest manufacturer of outdoor sports products in China. Vice General Manager Ms.Han also visited TITAS for the third time this year. According to Han, China's outdoor products market is now in the starting stage and its potential development is unlimited. In her eyes, Taiwanese fabrics makers are innovative and reliable material suppliers to her company.

Li Ning is just like many other businesses which have already worked with various textile suppliers, but the company's R&D Manager Mr. Lin considered it necessary for him to attend the show for new and high value-added products.

Septwolves is one of the leading men's leisure wear brands in China. Procurement Manager Mr. Xu felt much attached to Taiwanese partners because of the similarity in their languages and years of cooperation. While visiting the show, he was confident that he would find the right cloths for the brand's male customers.



Exhibitors

Exhibitor	Company	Share	Booth	Share
Domestic	252	73%	454	78%
Foreign	93	27%	126	22%
Total	345	100%	580	100%

Exhibits



Product Category	Company	Share
Apparel Textiles	119	35%
Cross Strait Textile Fair	70	20%
Trimmings & Related Products	48	14%
Related Services	32	9%
OEM/ODM Apparel & Accessories	25	7%
Upholstery & Industrial Textiles	23	7%
Fiber, Filaments & Yarns	22	6%
Textile Inspection & Certification	6	2%

Visitors

Visitor	Number	Share
Domestic	21,236	84%
Foreign	3,934	16%
Total	25,170	100%

Top Ten Visiting Countries

1	Taiwan	6	Thailand
2	China	7	U.S.A
3	H.K.	8	South Korea
4	Japan	9	Malaysia
5	EU	10	Philippines

Purchasing Products



Product Category	Share
Functional Fabrics	18%
Fashion Fabrics	14%
Fibers	12%
Yarns	11%
Trimmings & Related Products	9%
Accessories	8%
Apparel & Sweater	6%
Home Textiles	5%
Nonwoven Textiles	4%
Others	13%



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