

News Release

October 11, 2011

Participation at TITAS 2011 Hits Record High in 10 Years

Taipei Innovative Textile Application Show (TITAS), organized by Taiwan Textile Federation (TTF) under the auspices of the Bureau of Foreign Trade, Ministry of Economic Affairs of Taiwan, is the best platform to preview and review Taiwan's innovative textiles. Focusing on functional, eco-friendly and fashionable textiles ranging from fibers, yarns and fabrics to apparel and accessories, TITAS 2011 will celebrate its 15th anniversary from October 12-14 at Exhibition Hall 1, Taipei World Trade Center. 345 exhibitors with more than 580 booths from 12 nations and regions set a record high participation in the last 10 years of the show. TTF has invited 77 leading brands from 22 countries to visit the show and attend more than 700 business meetings arranged in the event.

Major exhibitors

Major players in Taiwan's textile industry joining TITAS exhibition parade include Formosa Plastics Group (Formosa Chemicals & Fibre, Nan Ya Plastics, Formosa Tafetta and Formosa Plastics), Far Eastern New Century, Everlight, New Wide, Fabric King, Singtex, Da Ai Technology, Tri Ocean, Ho Yu and Taiwan Paiho. The Southern Taiwan Textile Research Alliance along with trade associations for man-made fiber, spinning, wool textile, weaving, knitting, printing, dyeing and finishing, garment, sweater, hosiery, glove, towel and non-woven will also showcase selected new products of their members.

On the international front, delegations from Preview in Daegu and Confederation of Indian Textile Industry are two key group exhibitors. Regular participants including Advansa from Germany, Indorama from Thailand, Shinnaigai from Japan and Bros Eastern from Hong Kong will not be absent this year, while Fukui Textile Merchants Association from Japan will visit for the first time. From China, as the tariff reduction arrangements under the early harvest for

News Release

October 11, 2011

trade in goods of the Economic Cooperation Framework Agreement between mainland China and Taiwan became effective this year, there will be 69 vendors exhibiting at TITAS. Fujian's textile companies including GaiQi and Federation Sanhe from the Economic Zone on the West Coast of the Strait represent the energetic textile industry in China. Weiqiao from Shandong and Huasheng from Shanghai will be two eye-catching newcomers at the show.

Buyers from brands and retailers

The success of one-on-one business meetings at TITAS has established TITAS as the most effective procurement platform for international buyers. More than one hundred representatives from 77 international brands and retailers are invited to attend the show this year. Among them are Spyder, Under Armour, Patagonia, and Exofficio from US, Marks & Spencer and Speedo from UK, Lafuma and Eider from France, Helly Hansen from Norway, and Tread and Kolumb from China. Most of them started their partnership with Taiwan at TITAS.

And the list continues with many more new buyers including womenswear label Chico's from US, running apparel brand Ronhill and outdoor brand Mountain Equipment from UK, outdoor and skiwear brand Lutha from Finland, and outdoor apparel and gear brand Mont Bell from Japan. Well-known Chinese brands Li-Ning and Septwolves will also join the list.

Innovative highlights

TITAS is a must-go place for buyers searching for ground-breaking textiles in reasonable price. This year, Taiwan's textile giants have again outdone themselves with more impressive products. Formosa Chemicals & Fibre will present its star products of high wet modulus rayon staple fiber Formotex[®], PP homopolymer plastic material TAIRIPRO[®] and Sunylon[®] nylon 6 series. Formosa Taffeta will introduce its Trans-Uno[™] series of polyester/nylon one-way moisture-conducting fabrics with both moisture-transferring and water repellent features, as well as

News Release

October 11, 2011

Nanodermis* series which received very positive responses at Première Vision Paris.

Far Eastern New Century has been endeavoring to turn waste into gold. Its recycled PET bottle polyester fiber TOPGREEN™ and 100% polyester cooling fiber Topcool+ are expected to catch a lot of spotlight. Selected as one of the top 100 Taiwan brands in conjunction with Taiwan's centenary celebration, S.Café®, developed by Singtex, is an award-winning textile series made of coffee grounds and in full compliance with bluesign® standard from fiber to fabric. New Wide Group will showcase its elastic fabric Lycra® Sport and moisture-absorbent and heat-releasing fabric Dri-release. Everlight Group will focus on eco-friendly reactive dyes in natural shades of its Everzol ED series as well as multi-use lamination adhesive EVERECO® PUR-206. Da Ai Technology will present its multi-functional recycled PET bottle polyester fiber and Tri Ocean will demonstrate the various usages of its DreamFel® fiber from apparel to outdoor upholstery, suitcase and backpack.

Furthermore, the world's largest velcro maker Taiwan Paiho will present its innovative product which is "an encounter of webbing and bamboo charcoal fiber". Fabric King will display its eco-friendly and functional textiles, mainly Primica® and PullPushTex® series. Specialized in functional fabrics, Elitex Global will bring forward its ultra-light 15D and 30D nylon fabrics which are downproof, water-vapor permeable and windproof. Erictex will emphasize its eco fabric using regenerated material Sorona®, as well as windproof laminated knitted fabrics. Shiuan Jia will feature sports fabric X.Heat which can absorb heat radiation, and highly protective fabric SunLess UPF50++, while Hung's Fortune, another expert in performance textiles, will display multi-color coarse gauge fleece and 3D fleece.

News Release

October 11, 2011

Fall/winter 2012/13 trends

The trend forum at TITAS 2011 evolves around the focus “In joy”. Atmosphere for this season is imbedded with soul of happiness, secure feeling, imagining the future, legacy of the past and coexistence of both the new and old. “Fun”, “Less”, “Dimension” and “Kitsch” portray the four themes for fall/winter 2012/13, capturing the visitors with strong and systematic visuals. Special sections on colors and functional fabrics allow visitors a closer look into the highlights of this year’s functional and innovative textiles.

TITAS 2012

As an annual highlight event for the textile industry in Taiwan, TITAS will step into its 16th year at a new venue. TITAS 2012 will be held from October 16 to 18 at the Taipei World Trade Center Nangang Exhibition Hall. A more innovative and larger exhibition will welcome you next year at an exciting new place!