

International Brands Congregate to the

Purchase and Trade Talks

It is expected to benefit from the effect of ECFA, the custom-made purchase and trade talks organized by TITAS have attracted more than 20 countries and regions as well as 68 international brands to Taiwan this year. Among them, 60% of these brands are from European and American areas, including France, Sweden, Switzerland, Austria, Germany, Holland, Italy, Norway, Poland, Denmark, Czech Republic, Russia, Great Britain, Turkey, the United States, etc. The brands in Asia-Pacific region are mainly from Hong Kong, Australia, Japan, Vietnam, Korea and Mainland China.

The international brands which participate in TITAS 2010 are as followed: LAFUMA, EIDER and Millet from France, Stella McCartney and BAILO from Italy, Haglöfs, KLÄTTERMUSEN, Didriksons 1913, Pinewood, Hilleberg, ICEBUG from Sweden, Berghaus, MARK&SPENCER, Speedo International and Stella McCartney GF LOGISTICA from Great Britain, O'Neill and TITTALLON from Holland, Mammut Sports Group from Switzerland, Vaude and Platshirsh from Germany, Tilak from Czech Republic, Northland from Austria, Red Fox from Russia, and EXOFFICIO, L.L. Bean, SCOTT, Under Armour, SHERPA, Levi Strauss, Patagonia, SOUTHPOLE and GLEN RAVEN from the United States. In additions, there are brands from Asia-Pacific and Australian as well as New Zealand, such as Kamfaith Industrial Ltd, Kailas from Australia, Marubeni Corporation from Japan, GIDITEX from Vietnam, Black Yak, mountia, K2 and Karrimorr from Korea. The brands from Mainland China include Toread from Beijing, HIGHROCK RECREATION PRODUCTS CO., LTD. from Tianjin, Jamost Sporting Goods Ltd. from Shenzhen as well as ZUC ZUG from Shanghai.

With years of experiences in research and development on the high-tech functional textile products, Taiwan textile industry has been the most reliable and favorable supplier to the global brands for out door and sport products. TITAS is a world-known purchase platform for functional and innovative textile products. The trade show is going to create a win-win situation both for the international buyers as well as the participating exhibitors and is expected to establish tremendous business opportunities.



TITAS 2010

Taipei Innovative Textile Application Show

October 13 14, 15

SHOW DAILY



ECFA Boosts Tremendous Potential Opportunities

TITAS 2010 Trade Meetings Form an Exceptionally Grand Occasion

Taipei Innovative Textile Application Show (TITAS) 2010 grandly kicks off at Zone A and D of TWCT Exhibition Hall on October 13 to 15. Exhibitors of 285 companies from 13 countries and regions in terms of 556 booths show 10.3% grown over the last year, which has created a new record in recent years. In total, 68 international brands from 21 countries are invited to the show. They will have at least 650 custom-made trade meetings with TITAS exhibitors, which is worthy of noting.

In addition to the functional textile products for apparels, the products with high performance for industrial use have also earned the reputation from the buyers. In recent years, the eco-textile with low carbon element or recycled nylon and polyester products has been seen in areas of apparels and industries. Especially the PET recycled textile products have caught brilliant attentions in the World Cup Football Games in South Africa this year, which is anticipated to be one of the main items for international buyers.

opportunities in the supply chain for the international brands. In recent years, MIT (made in Taiwan) products have won the recognition from domestic and overseas consumers and inquiries from the international brands have been increasing yearly. After ECFA takes effect, the Taiwan-made ready-to-wear, hosiery and towels will increase their competitiveness because Taiwan will enjoy the tariff-free treatment when exporting to Mainland China. This year, Taiwan Towel Industry Association will participate in the trade meetings with four major towel manufacturers to prove their ambition in competing in the international market.

professional textile show. TITAS 2010 showcases Fall/Winter 2011/12 fashion in the Image Zone. The core idea is "the Spirit of the Season" and it announces four themes, namely "Magical Montage", "Actual Utopia", "Virtual Ritual" and "Wise Collection". The zone is divided into area of color and area of best selection to assist visitors to understand the essence of the innovative textile in TITAS 2010.

TITAS is the annual event for the textile-related industries in Taiwan. TITAS 2011 is scheduled on October 12-14, 2011. We look forward to welcoming all exhibitors and buyers to support this only professional textile show in Taiwan!

Instructed by Bureau of Foreign Trade, MOEA and organized by Taiwan Textile Federation, TITAS 2010 happens to take place when the ECFA has just taken effect, which is one of the reasons why TITAS becomes extremely popular this year. The international booths are over 100 booths for the first time. Due to the fact that there are complementarities of the industrial chains between Taiwan and mainland China, there are 25 manufacturers from mainland China participating in the show, including Shandong Ruyi Group which joins the show for the first time, CHINATEX Group from Beijing. This indicates that domestic and overseas exhibitors show tremendous interests in the potential business opportunities that ECFA has created.

TITAS trade meeting has earned good recognitions from the exhibitors and international brands, which made it one of the highlight activities of TITAS. This year, the potential opportunities brought by ECFA have attracted 68 international brands to participate in the show. Sixty percent of them come from European and American countries such as Germany, Great Britain, France, Italy, Switzerland, Norway, Sweden, Russia, Poland, Austria, Holland, USA, totalizing in 43 international brands. There are 25 brands from Asia-Pacific region including Japan, Korea and Mainland China. During the 3-day show, at least 650 custom-made trade meetings will be organized for exhibitors and buyers, making the textile industry pay high attention to the activity. Those who have registered for the trade meetings are ready to show their best to win for

The innovative textile products have been one of the highlights of TITAS.



TITAS 2010 Seminar Timetable						
Venue: Conference Room #2 & #3, 2 nd Floor, World Trade Center, Hall 1						
Date	Time	NO.	Topic	Speaker	Organizer	Venue
Oct. 13	10:00-11:00	1	The development and market strategy of TANBOOCEL bamboo fiber	Mr. Wang Jinjun / President China Textile Tanboocel Industry Federation	TTF TAITRA	Room# 2
	11:30-12:30	2	Future of Green Textiles	Mr. Lawrence Song / Manager, Everlight Technical Service & Marketing Division Everlight Chemical Industrial Corporation	TTF TAITRA	
	14:00-15:00	3	Natural color cotton and modern textile	Mr. Zhao Xiao Lin / President China Colored-Cotton (Group) Co., Ltd.	TTF TAITRA	
	15:30-16:30	4	Textile Europe 2020	Mr. Ralf Adebar / Global Director Factory First	TTF TAITRA	Room# 3
	11:00-12:30	5	Spring / Summer 2012 Activewear	Valerie Wilson Trower / Trend Director for Asia Stylesight	TTF TAITRA	
	13:00-14:30	6	B2B opportunities for brands and textile producers working together in the bluesign tool for the sustainable textile industry	Mr. Detlef Fischer / Vice President bluesign technologies ag	TTF TAITRA	
	15:00-16:30	7	Global Trend Analysis AW 11/12 and beyond	Ms. Angelia Teo / Head of Content, Asia Pacific WGSN	TTF TAITRA	

Textile Products of High-tech, Function and Innovation Attract Buyers' Attention

Taiwan's high-tech and innovative textile products have been significant items for TITAS, and this is one the main reasons why international buyers come all the way here to the show. In recent years, the high technology development has been advanced. To enhance the competitiveness in the market, TITAS highlights the development of highly functional textile products except for the apparels. TITAS 2010 has been divided into two major categories in the functional textile zone, apparels and industrial use.

At TITAS 2010, the high functional textile products for industrial use include the screening material for chimney and conveyor belt for precision equipment by Far Eastern New Century Co., Ltd., the multiple purposed textile materials with high intensity provided by Formosa Chemicals & Fiber Corporation. These products include fire-proof and heat-resistant uniform, life jacket, fabric for construction site, fishing net and so on. Formosa Taffeta Co., Ltd. showcases its fabric for bullet-proof jacket, useful for industry security, military and police uniform. Formosa Plastics Corporation will introduce its Taili Carbon silk. LEALEA Enterprise Co., Ltd. presents its fishing net silk, fabric for bag package. Ho Yu Textile Co., Ltd. displays its fabric for conveyor belt, fabric for safety air bag, high precision non-woven fabric and high technology fabric. Honmyue Enterprise Co., Ltd. highlights the highly wear-resisting, water-proof and antifouling textile products.

All these high tech and functional products from the top Taiwanese companies are expected to draw much attention from international buyers.

TFT Certification of Cool Feeling Textiles

With the rising awareness of global warming, people are paying much more attention to the issues of environmental protection and the quest of leaving lighter carbon footprints. As a major producer of high-tech textile products, Taiwanese enterprises in the sector are doing their part. Manufacturers have developed unique cool-feeling textile materials that not only feel cool to the body, but also can effectively lower the body temperature from one to two degrees Celsius. Not only does this mean that the long hot summers will become quite a bit more comfortable, this also means savings in energy consumption. According to research, raising the AC temperature by one degree Celsius in the office could save between 3-5% in energy consumption. Cool-feeling fabrics may just become the most eco-friendly textile products out there.

Taiwan Functional Textiles' certification system has established the Standards for Certification of Cool Feeling Textiles (FTTS-FA-019) in September and has since accepted applications. Working with international testing entities, TFT provides buyers and consumers from around the globe trustworthy certificates for functional textiles. Taiwan Textile Federation and TFT will continue to work closely with manufacturers and do our part to protect the environment!

Clean Formosa, Green Earth **Formosa Plastics Group** commits to an Eco-environment

At TITAS 2010, Formosa Chemicals and Fiber Corporation as well as Formosa Plastics, Nan Ya Plastics Corporation and Formosa Taffeta Co., Ltd. co-exhibit as Formosa Groups (D103) in five image areas, such as "LOHAS," "Lightweight Fashion," "Outdoor Function," "Popular Sports," and "Industrial Materials". These areas combine the up-to-date yarn and fabric products from each Corporation of Formosa Group and showcase the complete line of their developments.

Launching Formosa Chemicals and Fibre Corporation's own development of high-humidity coefficient rayon fiber (FORMOTEX®). It is the world's second company who can mass produce this product and complies with the ISO 2076 Modal cotton standards. A High Tenacity, superabsorbent fabric, dimensional stability, soft, comfortable, brilliant, and excellent drapery fabric, making it the top choice in high-fashion casual wear.

The "Taili Carbon Filament" is researched and developed by Formosa Plastics and can be applied in areas of sport equipments, automobile, aircraft and civil engineering. Its production is now ranked number four in the world and is still increasing in terms of amounts.

FCFC's "Recycled Nylon Faber" has received green certificate and will be one of the main featured products at the 2012 Olympics. Aside from it, FCFC has developed super light-weighted nylon yarn that can be applied in high functional fabric. Its quality has become even better than Japan.



Clean Formosa, Purify the Earth **Formosa Taffeta** eco-textile, functional and cool

Formosa Plastics Group (D103) participates in TITAS 2010 with a theme of "Clean Formosa, Green Earth" to highlight its responsibility and contribution to the environment while developing high-tech, high values and functional and highly comfortable textile products.

At TITAS 2010, the Formosa Group sets up the image zone for the first time with its eight major products, namely the "Rayon Fiber," "Polyamide Fiber," "Polypropylene Fiber," "Polyester Fiber," "Acrylic Fiber," "Carbon Fiber," "Elastic Fiber," and "Formosa Taffeta Fabric." The exhibition area creates an ambiance of high technology and elegance as well as fashion. Also, it presents the product image which Formosa Group highlights: top quality and eco-friendly.

For Formosa Taffeta, this year it introduces the Boometex recycled polyester fabric. Such fabric is developed due to the threat of the global warming and disappearing resources. The company uses recycled PET bottles and nylon as materials to reduce the waste and output of Co₂. The fabric is highly functional with high value.

The SmarYa of Formosa Taffeta is a kind of shape memory cotton textile. It uses the polyurethane with the function of so-called "Thermally Induced Shape Memory". Such cotton has function of memorizing shapes. After washing in 60 degrees of hot water, it can restore its original condition.



Far Eastern New Century Corporation Made Fame in the World Cup Football Games with its PET eco-textile products

Far Eastern New Century Corporation (A723) is one of the companies that catch the spotlight at TITAS 2010, for, during the World Cup Football Games in South Africa, nine countries players wore the PET eco-sportswear that were exactly made by Far Eastern's recycled fiber Topgreen®.

Topgreen® is made by the recycled PET bottles. Its yarn also received the certificate of Global Recycle Standard and Taiwan Green Mark. Its permeable function keeps the sweaty sportswear from sticking on the skin, which is comfortable to wear.

Additionally, Far Eastern also introduces cool fiber that can resist static electricity and create the cool feeling to the body. The material is high quality polyester with cool function, which is different from the other existing nylon cool fiber in the market that is made by nano technology and has temporary cooling effect. The fabric has good elasticity and is excellent in resist the heat and cold. It is water-proof and wind-proof. Such multiple functions have made the company receive the certificate of bluesign® and meet EU's REACH test.

Far Eastern New Century Corporation is one of the world-leading companies that specializes in polyester fiber and other related textile products. Please visit its booth for detailed information.



Southern Taiwan Textile Research Alliance Presents Latest Green Textile Products

At TITAS 2010, Southern Taiwan Textile Research Alliance in R.O.C. (D317) introduces its members' latest development on textile products, including recycled PET materials for eco-yarn and green textile products by Green Wealth Co., Ltd. the recycled yarn with the model of " Bottle to Fiber " combining the eco-yarn from Tainan Spinning Co., Ltd. with the textile technology provided by Everest Textile Co., Ltd. which can be applied in outdoor, sport and urban wears.

The Alliance also works with the other industries to develop more innovative and functional textile products and technologies. For example, in 2010 the Alliance has worked with Feng-Chia University and WINCOOL to develop the sport and leisure wear that can preserve heat to keep the body warm as well as output the heat to keep body cool. Another example is that few members companies worked together to develop medical textile product market and researched the uniform that can be used in anti-biochemical weapon attack. The medical masks that can be used many times can be also seen in the show. The new lace products in the booth have more fashionable designs with functions.

To learn more about the latest R&D in textile industry, please visit the booth of the Alliance.

Environmental commitment from **Lealea Enterprise**



No company is more committed to protecting the environment and ensuring that their products not only have low carbon footprint but also come from green sources such as the Lealea Group.

Founded in 1975, the company has been working in various directions, beginning as a paper printing factory before entering fields such as synthetic filament, textiles, and technology. The company has aggressively pursued all of these directions with a keen eye towards company values such as diligence, integrity, and initiative.

Each business subgroup within the company aims to become a "professional leader in their field" leading to greater prosperity for the overall Lealea Group in the 21st Century. Currently main business areas include polyester chip, polyester filament, polyester textured yarn, nylon textured yarn, and special functional yarn (bamboo and charcoal fiber).

Libolon also stands out due to its commitment to environmentally-friendly and sustainable production practices such as the company's many eco textiles made as well as recycled textiles. In fact, Libolon is now Asia's the dedication to manufacturing eco textiles has turned LIBOLON into Asia's largest recycled PET fabrics. To learn more about the company, please visit their website at www.libolon.com as well as Booth A922.

Taiwan Paiho creative with environmental protection

Paiho is one of the world's leading companies when it comes to producing products that use Velcro fasteners or other items such as elastic bands, ribbon, lace, or reflective materials. The company has received the CAS certification guaranteeing quality products.

The company has also been active in implementing its policy of sustainable development with a focus on developing environmentally friendly products. This has manifested itself now only in using new glues that are environmentally safe, but also those that have passed certification by Swiss Oeko Tex and Japanese testing standards. Also, nylon yarn has also passed through domestic EPA certification.

The company was founded by President Vergil Cheng and his two brothers, gaining recognition for Trihook touch fasteners allowing the company to progress from a traditional OEM to that of an ODM. Later, an expanded R&D ability allowed it to do business with many of the world's top 20 sport shoe brands

The company has since expanded from its core competency in athletic shoes to produce other goods ranging from garments and medical materials along with diverse manufacturing facilities in Taiwan, mainland China, and Vietnam. To learn more about the company, please visit their website www.paiho.com or stop by their booth at D516.



New Wide Enterprise presents Innovative Cool Lining Material and Won Recognition from Shanghai EXPO

New Wide Enterprise Co., Ltd.(A1228) specializes in combining special materials with weaving and dyeing technology and develops lining materials with functions, such as anti-bacteria, deodorizing, permeable, senses of warmth, cool and fragrance, which this material has caught attention from global brands designers.

In 2010, the company presents its latest eco-high-tech products, such as Flycool, Sorona and CoCona fibers. They have received the recognition of Shanghai Expo and the company received an exclusive permission to sell functional lining products with Shanghai Expo logo, which increased a great deal of revenue.

New Wide Enterprise expects to stand out the international textile market with its high-tech products and enhance its image by having strategic alliance with well-known international brand-name companies. For more information about the products, please visit the company's booth and experience the coolness of the lining material yourself.



Fabric King Looks Forward to Win-win Situation with Costumers

Fabric King Textile Co., Ltd. (D1122) was established in 1987, specializing in fabric with function of drying quickly. Its "PulPush super quick wet absorbance and perspiration" selection can completely absorb sweat and is excellent for perspiration, making sure the skin stay dry when perspiring. Additionally, it has few functions that are drying quickly, bacteriostasis, and deodorant.

Another product of Fabric King is the "ClixMate new generation water-proof and permeable" selection. It is water-proof, can output the humidity and ventilate which is comfortable for outdoor wear. Fabric King's "FiTop high elastic and soft selection" highlights its nature and comfort. It has dual side of elasticity, suitable for using in gymnastic, yoga, biking and skiing sports.

The "ESSE/Electa special selection" is a kind of processed fabric. The fabric has functions of fireproof and can resist electromagnetic wave, static electricity as well as ultra-violet rays (UV). Fabric King also provides green product such as EcoTex selection and the LightWeight selections for outdoor use. Please visit the booth of the company for more information.

