

TITAS

Innovative textile: Buyers' Top One Most Sought After Item at TITAS 2009

- 325 exhibitors from 9 countries/regions completed a successful exposition.
- 20,288 professional attendances from 41 countries/regions
- Nearly a hundred sourcing representatives from 31 international brands took part in 440 trade meetings making the one-on-one contacts a highlight of TITAS.
- 15 seminars covering issues from fashion, market, environment to product certification facilitate the participants with the future trends.

The 13th Taipei Innovative Textile Application Show (TITAS), organized by Taiwan Textile Federation with supports from Bureau of Foreign Trade, Ministry of Economic Affairs, came to a successful close on October 16. The 3-day show attracted professional visits from 41 countries and regions, a growth of 3.7% from last year.

Known for textile exhibits of innovative technologies, environmental protection and fashion-forward ideas, TITAS 2009 was worth of its name on offering a full service for one-stop shopping platform. Untouched by the economic storm, 325 exhibitors from 9 countries and regions – Taiwan, China, H.K., Japan, South Korea, India, Germany, the Netherlands, and Poland – took part in this year's event.



Technology talks

As a sourcing platform for innovative textiles, TITAS 2009 showcased a great versatility in functional innovation. While major players in Taiwan's textile industry, namely Formosa Chemicals & Fibre, Formosa Taffeta, Far Eastern Group, Nan Ya Plastics and Formosa Plastics, introduced their advanced multi-functional products in a flagship style, small and medium businesses, such as Tri-Ocean, Paiho, Haojey, Zong Chou, Mei Chuan, Sunny Lace, Tex Tile, Taiwan Taffeta and Ho Yu, never fell short of the ability to wow buyers with one of the kind "it" products.

If functional innovation was the centerpiece at TITAS' table, then green textiles were the most attractive course at this textile banquet. Two representative exhibitors are Southern Taiwan Textile Research Alliance, who gave a bio-friendly interpretation of how industry can grow along with nature by introducing textiles manufactured through eco processes developed by its members Tainan Spinning, Houndey, Hung Sheng and Everest Textile, and Daai Technology, who showcased its latest application of recycled PET bottle fiber.

What the buyers said

>>Mr. Ruffier, Textile & Accessories Buying Purchaser from Lafuma, paid his first visit to Taiwan this year. He was very much impressed with the development of eco textiles by Taiwan's textile industry. Since environmental sustainability is part of Lafuma's corporate culture and marketing strategy, he is expecting business cooperation with local companies.

>>Ms. Back, Fabric Manager of Norwegian brand Helly Hansen and also a first-timer in Taiwan, said, "Helly Hansen is a bluesign® member. When it comes to manufacturing process, we have strict standards on lowering environmental impacts. My trip to Taiwan makes our contact list for suppliers much longer."

>>"It is exciting to visit TITAS and get to know the outstanding development of textile technologies here." said Mr. Meeks, Design Materials Manager of American outdoor clothing brand Marmot. He has met some ideal suppliers for Marmot's business at the show.

>>Ms. Han, Vice General Manager of Toread, the third biggest outdoor equipment and goods brand in China, regarded with high esteem the R&D ability and product quality of Taiwan's textile industry. He indicated that if the prices could be more flexible, there would be very good opportunity for business partnership.

>>In 2003 Northland China made acquisition of Austrian outdoor apparel brand Northland. Mr. Rao, the Director of Production, said, "Taiwan's functional textile industry is very competitive with its unique products and technologies."



Trade meetings - a mutual benefit for buyers and exhibitors

Close to a hundred sourcing representatives from globally renowned brands visited TITAS 2009 despite the fact that the world economy remained on its way to a slow recovery. 80% of these buyers came from Europe and North America. French brand Lafuma, O'Neill from the Netherlands, Italian brand BAILO, German's Vaude, Helly Hansen from Norway, Marmot, Under Armour, SCOTT, Patagonia and L.L. Bean from U.S., Lolë from Canada, Nikko from H.K., Kailas from Australia and Toread from Beijing, China were among many important visitors at this year's event. The majority of the names on the long list was from outdoor clothing and sportswear sectors and was targeting at advanced and innovative textiles from Taiwan.

440 one-on-one trade meetings were therefore arranged to serve as the matchmaking platform for suppliers and buyers. Both sides expressed their appreciation for this efficient and fruitful arrangement.

Professional seminars - pointing out where future is heading to

The 15 seminars held at TITAS 2009 brought around 1,300 attendees. Catriona Macnab, Head of Trends of WGSN, gave the top 10 WGSN insights on fashion market changes as well as a preview on fabric and styling trends for autumn/winter 2010/11. Dirk Keunen, Nano-Tex's Senior Vice President for Sales of Europe and Asia, advised the audience on the sales and marketing challenges when dealing with the European market, including market segmentation, languages and cultures, changes in business environment, market requirements, legislation and the impact of financial crisis. The speaker from the Research Center of China Hemp Materials enlightened the audience with the latest research result of hemp fiber and future market trends of eco fibers, while delegates from Hangchow, Zhejiang and Yancheng, Jiangsu, China analyzed investment and market environments for those looking for new opportunity in China.



What the oversea exhibitors said

Oversea exhibitors from China, H.K., Japan, South Korea, India, etc. were very pleased with the event arrangement of TITAS 2009. Jiangsu Yueda Group from China has been a part of TITAS two years in a roll. President Shao Yong came to seek business partners, and was amazed by the remarkable progress revealed in the innovative functional textiles at the show each year.

This year also marked the second participation at TITAS for CITI (Confederation of Indian Textile Industry). In addition to build up connection with Taiwan's textile industry, they would also like to extend contacts with international buyers through the show.

Daegu Gyeongbuk Textile Industries Association from Korea was a first-time exhibitor at TITAS this year. The trip offered them an excellent opportunity to learn more about Taiwan's textile industry and to explore the potentiality for complementary cooperation.

See you in 2010

TITAS 2010 is scheduled from October 13-15 at TWTC. TITAS is the one of the leading professional trade show for Innovative textiles. With great and continuous support from both the public and private textile sectors from Taiwan, TITAS is expecting to witness a fresh and prosperous business atmosphere next year. We look forward to seeing you at TITAS 2010!



Figures and Analysis

Buyer

Buyer	Visit	Share
Foreign	2,435	12%
Local	17,853	88%
Total	20,288	100%

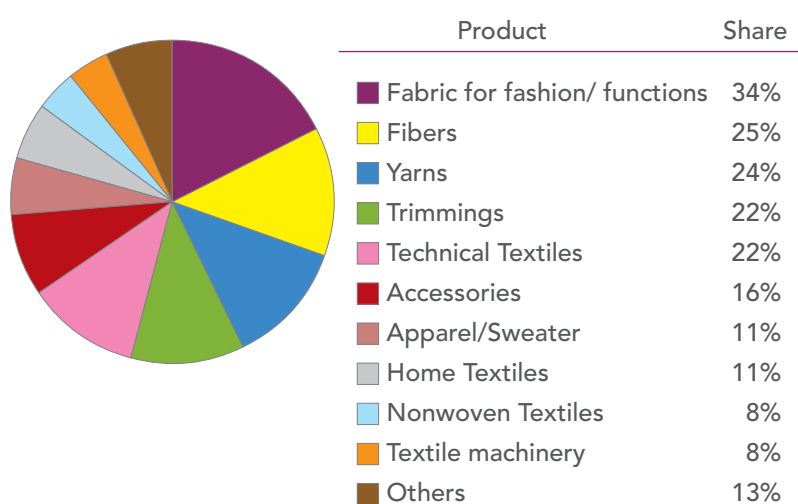
Exhibitor

Exhibitor	Number	Share	Booth	Share
Local	286	88%	453	90%
Foreign	39	12%	51	10%
Total	325	100%	504	100%

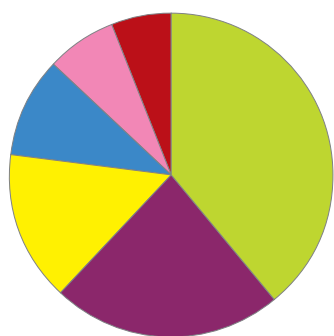
Top ten visiting countries/regions

1	Taiwan	6	Japan
2	China	7	EU
3	H.K.	8	Canada
4	Thailand	9	Vietnam
5	U.S.	10	Indonesia

Product by buyer's interest



Exhibitor by product category



Product Category	Number	Share
Apparel Textiles for Fashion & Functions	126	39%
Upholstery & Industrial Textiles	74	23%
Trimmings/Related Products	50	15%
Related Services & Machinery	33	10%
Fibers, Filaments & Yarns	22	7%
OEM/ODM Apparel & Accessories	20	6%
Total	325	100%



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