



ABOUT THE SHOW

India and Taiwan are the perfect match in the textile space as Taiwan is ranked as the sixth largest textile supplier in the world, while India is one of the major global exporters of apparel. Thus combining the synergies would prove immensely beneficial to both countries.

Over the years Indo-Taiwanese ties, and trade, have grown steadily to the point that bilateral trade is expected to rise to USD 15 billion by 2015. India is already the 13th largest export market for Taiwan, and is expected only to rise in the future as Europe and other BRIC nations slow down.

Taiwan, known for its innovative and functional fabrics, is proactively seeking to increase business tie-ups with Indian textile companies. The signs are positive as the domestic apparel market is growing at 10% per annum. The semi-urban and rural Indian markets are growing faster than expected and urban consumers increasingly seeking branded and lifestyle products, the market is set to grow like never before. This kind of growth needs the momentum supplied by cutting edge products and that is exactly what the Taiwan Trade Fair brings to India.

The Taiwan Textile Fair 2011 will act as a business matching meeting and give opportunities to the Taiwan textile industry to expose their business concepts and services to the Indian marketers, business buyers, partners, distribution channels & key decision makers.

With a well established brand name, TTF 2011 was anticipated by Indian businesses and visitors and buyers alike came in large numbers to all three locations.

The fair commenced in New Delhi at the Apparel Export Promotion Council event where a large number of buyers visited the TTF exhibitors. The next venue for the exhibition was Bangalore and lastly Mumbai. Both these locations saw similarly large number of businessmen attend the exhibition. The exhibitors were pleased with their interactions and contacts made over the course of the three exhibitions.



VISITOR ANALYSIS

The Taiwan Textile Fair 2011 was held in New Delhi, Bangalore and Mumbai from 9th to 18th November 2011. The exhibitions this year were successful in terms of the number of buyers who attended the Exhibitions.

Since the exhibitions were held in the commercial centers of the Northern, Southern and Western regions buyers came from all over the regions to look into the offerings as well as to pursue business inquiries with the Taiwanese companies. Visitors from across the spectrum of the textile industry ranging from manufacturers and exporters to traders, dealers and importers were satisfied by the products on display. This also pleased the Industry Associations who had aligned themselves with the show as their members and invitees gave positive reports about the exhibitions.

The exhibition attracted a total number of 1029 business visitors across all three locations and is a clear indicator of the interest of the Indian textile industry for the Taiwan Textile Fair.



ADVERTISING & PUBLIC RELATION CAMPAIGNS

The exhibition was given wide coverage through India's leading textile trade magazines.

List of trade magazines & publications in which advertisements were released

Magazine	Category
SRTEPC Newsletter	Textiles
Textiles Times	Textiles
TECOYA Trend	Textiles
Apparel India	Textiles
Southern Gujarat Chamber of Commerce & industry (SGCCI)	Textiles
Stich Times	Textiles
Storai (RAI)	Textiles
Tripur Exporter Association (TEA)	Textiles
The Southern India Mills Association (SIMA)	Textiles
Perfect Sourcing	Textiles



Press Releases across India

Sr. No	Publications	Edition
1	Andhra Jyoti	Bangalore
2	Business Standard	Bangalore
3	Deshabhimani	Bangalore
4	Evening Times	Bangalore
5	Enadu	Bangalore
6	Hosa Digantha	Bangalore
7	Indian Express	Bangalore
8	Indu Sanje	Bangalore
9	Madhyamam	Bangalore
10	Rajasthan Patrika	Bangalore
11	The Hindu	Bangalore
12	Sakshi	Bangalore
13	Aaj Samaj	Delhi
14	Amar Ujala	Delhi
15	Dainik Bhaskar	Delhi
16	Gurgaon Mail	Delhi
17	Friday Gurgaon	Delhi
18	Hindustani	Delhi
19	Hindustan Times	Delhi
20	Navbharat	Delhi
21	Times Of India	Delhi
22	The Tribune	Delhi
23	Afternoon	Mumbai
24	Asian Age	Mumbai
25	Gujarat Samachar	Mumbai
26	Nava Bharat	Mumbai
WEBZINE		
1	www.biztradeshows.com	
2	www.fibre2fashion.com	



Conclusion

The exhibitions were a success with the exhibitors being warmly accepted by Indian buyers in all the three cities. Some visitors had visited the TTF exhibitions in the past and were happy to do business again.

Exhibitors were pleased with the number of buyers this year and the inquiries that were generated during the course of the exhibitions in all three cities of India. In fact, exhibitors were pleased that most of the visitors were serious buyers who knew exactly what they wanted and pursued inquiries accordingly.

The exhibitors said that their overall experience was positive and their expectations were quite satisfied. They fielded a steady stream of inquiries during and after the exhibitions and were happy to identify quite a few new potential buyers.

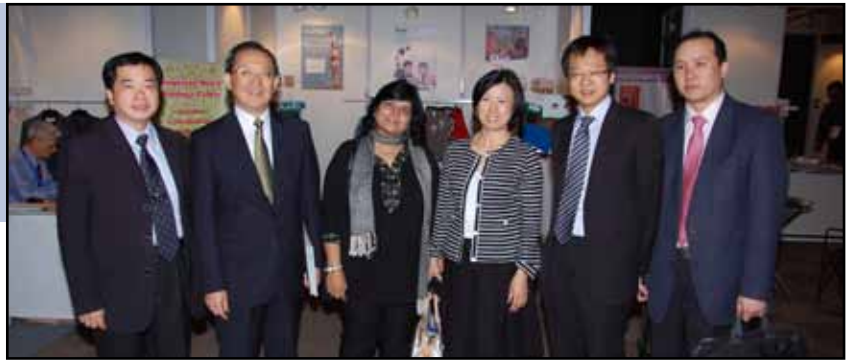


Photo Gallery



Ms. Jennifer Liu, Project Manager, TTF meets Ms. Rita Menon, Secretary, Ministry of Textiles with Mr. Premal Udani, Chairman, AEPC at Source Zone Fair, Gurgaon, New Delhi (NCR)

Mr. Ong Wengchyi, Ambassador of Taiwan with Ms. Jennifer Liu, Project Manager, TTF at Source Zone Fair, Gurgaon, New Delhi (NCR)



Buyer and Exhibitor interaction at TTF in Bangalore

Media interviews Ms. Jennifer Liu, Project Manager, TTF at fair in Bangalore





Photo Gallery



Buyer and Exhibitor interaction at TTF in Bangalore

Mr. Premal Udani, Chairman, AEPC, inaugurating TTF in Mumbai



Mr. Premal Udani, Chairman, AEPC, being welcomed by Ms. Jennifer Liu, Project Manager, TTF and Ms. Arti Bhagat, Director, Worldex India

Mr. Peter Wu, Exhibitor at TTF being interviewed by media at TTF Mumbai.

