



Buyers, crowds and transactions



The best venue for innovative textiles



Nano-tex Seminar Challenges dealing with the European market

Nano-Tex, based in the US, was founded in 1998 and is a leading fabric innovation company providing nanotechnology-based textile enhancements to the apparel and commercial and residential interiors markets. The company makes 30 million garments under 100 brands in 70 mills worldwide.



have been successful in Europe.

Senior VP Sales of Europe and Asia, Dirk Keunen conducted a seminar on Thursday at TITAS on "Sales & Marketing challenges dealing with the European market." In the seminar, Keunen gave an overview of Nano-tex and the European market. He then went on to lay out the challenges that must be overcome to enter the European market. The challenges included European market fragmentation, language/culture, changing environment, market requirements, legislation/regulation, and financial crisis. Keunen then went on to lay out the opportunities that the European market presents. He suggested that companies wishing to enter Europe thoroughly assess themselves and the market and define a clear strategy. He then went over some case studies of companies that

In the end, Keunen offered some recommendations for those seeking to enter Europe such as maintaining a local sales organization, direct relations key accounts, dedicated customer service, transparent and simple procedures, clear pricing strategy, and good PR. He also went on to lay out important fairs and shows for those interested in the market and answered questions from the many attendees.

Overall, the seminar was very successful at laying out the challenges inherent in getting a foothold in Europe as well as providing some clear strategies for overcoming these challenges. The recommendations should prove helpful to Taiwanese companies that eye the European market with envy.

WGSN Seminar Global Fashion Briefing

TITAS 2010 had the pleasure of welcoming Catriona Macnab, the Head of Trends of Worth Global Style Network Limited (WGSN) for her seminar presentation on global fashion. WGSN is the world's leading online research, trend analysis and news service for the fashion and style industries. The company boasts a 93% retention rate with the world's leading brands. The company's dominance in the industry resulted in great attendance and energy for Macnab's seminar.



connection with the brands they buy. 5. People still want luxury brands. 6. Businesses need to polish up their touch points. 7. Emerging markets are a rocky ride. 8. Local focus is important. 9. Sustainability is the new IT in terms of importance. 10. Take advantage of the recession. She talked in-depth about all these points and what they mean for the fashion and textile industry.

She also made note of the important fabric trends like Greige, body-con, digital photo printing, dip-dye and bleach effects, flamboyant synthetics and wet-look, liquid effect materials. In discussing styling directions for autumn and winter of 2010/2011, Macnab brought up the categories of useful, inventive and emotive. Companies should inform sportswear, confident casualwear, and casual tailoring combined with modern technology among other trends.

Macnab began her seminar with an overview of the top ten WGSN insights for businesses about consumers and the current economy. They were: 1. Economic recovery is happening. 2. Consumer habits have changed greatly. 3. Consumers like to learn something useful when shopping. 4. Consumers desire meaning and

A Complete Range of Textile Products to Meet Buyers' Demands

This year, in TITAS 2010, several experienced and professional companies proudly share their achievement in competition in the international market. For example, Ho Yu Textile Co., LTD. (A1713), established in 1964, specializes in producing products, such as coconut active carbon, recycled PET fabrics, backpack and luggage fabrics, sport and casual outdoor wear fabrics, and technical fabric and webbings. This year, Ho Yu Textile has become an authorized representative of SuperFabric® Technology. This technology is an innovative performance finish that provides armor-like protection. It is the patent product belonged to an international company HDM, Inc. SuperFabric® has many functions, such as abrasion resistance, cut resistance, fire resistance, puncture resistance, stain resistance, breathable, etc. It is very suitable for making products such as gloves, working uniform in the highly dangerous environments, motor-biker's outfit and sportswear. Additionally, Ho Yu has been contributing in research on the eco-friendly products as well as improving the production process and its environment to commit to a cleaner environment. Until this year, Ho Yu has eight categories of products that have passed bluesign® standards. These achievements show that Ho Yu's excellent technology, continuous R&D on innovative products and the devotion to the environment help the company to win the international recognition and praise.

Zong Chou Textile Co., LTD. (A1816) was founded in 1979.

The company is experienced in manufacturing a wide and various range of fabrics, namely the industrial fabrics such as material for shoe, material for hat, material for bag and medical use material. The company also produces functional apparel fabric such as elastic bamboo charcoal processed fabric, fabric that can absorb wetness and dry quickly. It even manufactures the fabrics for furniture use and for cosmetic use. The company expects to develop diverse textile products to meet the demands from different clienteles. Zong Chou is well equipped with advanced facilities, and it has professional dyeing technology. Additionally, the company is able to provide a quick delivery on the customer's demand. To respond the e-commerce age, Zong Chou has finished setting up its ready-to-wear on-line shopping website to increase the sales. During the TITAS, Zong Chou introduce its new fabric that is extremely light and thin, excellent for making outdoor apparels.

Royal Maye Chie Enterprises Inc. (A1413) specializes in producing all kinds of embroidery products, such as embroidery fabric, fashion embroidery appliqués, emblem and chenille for sew on and iron on. Its fabric products have a wide range of selection, including nylon fabric, drill fabric, fine flannelet fabric, linen fabric and etc. Royal Maye Chie offers a complete range of selection in terms of design and category to meet buyer's requirement.

Welcome to visit the booths of these companies for more information.

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Taipei Innovative Textile Application Show

TITAS 2009

October 14, 15, 16 2009

Taiwan Textile Guilds and Associations Shows Great Support Members' Exhibiting Products, Excellent and Delicate

Taiwan Textile Guild and Associations have been the greatest supporters of TITAS. In 2009, there are totally 12 guilds and associations participating in this show along with their members and showcasing the spectacular products. This year, the Silk and Filament Associations have member companies, such as Taiwan Taffeta Fabric Co., LTD., Ho Yu Textile Co., LTD., Zong Chou Textile Co., LTD., Universal Webbing Products Co., LTD., and Giftstar Trade Mark Design Inc. to

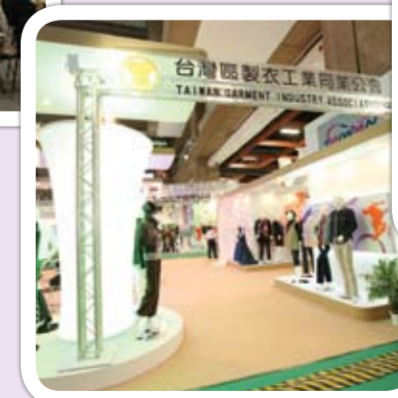
participate in the show. The Printing and Dyeing Guild have Mienshu Enterprise Co., LTD., Nan Yang Textile Co., LTD., and Quei Kong Company to join the trade show. The Spinner's Association has members of Lilontex Corporation, Tah Tong Group, Tung Ho Spinning Weaving & Dyeing Co., LTD. to take part in the TITAS 2009. The Wool Association has members of San Shing Spinning Co., LTD., Seaward Wool Textile Co., LTD., GTM Corporation, Jenn Shyang Textile Co., LTD., Tai Fu Textile Co., LTD.,

Juey Huang Enterprise Co., LTD.. The representative companies from Weaving Association include Honmyue Enterprise Co., LTD., San Wu Textile Co., LTD., Rise TEX Co., LTD. The Garment Association has member companies such as Texma International Co., LTD., Tex-Ray Industrial Co., LTD. and OEMEC Corporation. The Nonwoven Association has the largest scale of participants, including Kang Na Hsiung Enterprise Co., LTD., San Fang Chemical Industry Co., LTD. and K-skin Leather Industrial Co., LTD.

The Knitting Industry Association has New Wide Enterprise Co., LTD., GWO-JYH WARP KNITTING INDUSTRY CO., LTD., Super Textile Corporation, INPROTEX CO., LTD., Houndey Enterprise Co., LTD. The Glove Association has companies such as The Hosiery Association has members of Danken Enterprise Co., LTD., CREATIVE TECHNOLOGY TEXTILE & MATERIAL CO., LTD., and JM GROUP SP Z.O.O. to showcase their impressive products.



Associations working together



Counseling: Bureau of Foreign Trade, Ministry of Economic Affairs

Organizers: Taiwan Textile Federation

Taiwan External Trade Development Council

Sponsor:



Setting High Standards Li Jian-hua, chairman of China Textile Commerce Association Praises TITAS

TITAS invited one of China's major textile business associations, the China Textile Commerce Association to attend the show. Representing the association on their first trip to Taiwan were Li Jian-hua and Xin Zhe, the chairman and vice president of the association. The pair expressed excitement and admiration for the show and were enjoying their trip.

The China Textile Commerce Association was founded in 1990 and is a national non-governmental organization concerned with the retail industry. The association acts as a bridge between the government and the private sector to promote the industry and the healthy development of business organizations. Li said the aim of their trip is to see the latest developments in textile products in Taiwan and meet manufacturers. During the visit, he made note of Taiwan's advanced R&D capabilities and the products resulting from this research, such as ultra-thin fabric and was quite

impressed. Li said, "Taiwan's high-tech R&D is really cutting-edge!"

Throughout the visit, members of the Association attempted to fully understand the current state of development of Taiwan's textile industry. The China Textile Commerce Association also holds its own exhibition and hopes to build an ongoing relationship with TITAS. He added praise for TITAS by saying, "the show makes gains in class and scale year after year. He believes that exchanges and partnerships are very important between mainland China and Taiwan since they both have what the other needs. Taiwan has

the technology and understands the international business and mainland China has the low labor costs and market. He expressed hope that the association on both sides of the strait could also work together and play a complementary role in the textile industry.



The Never-ending Search for Better Outdoor Clothing Beijing Toread comes to Taiwan

Beijing Toread is currently China's third largest supplier of outdoor products including clothing, tents, sleeping bags, shoes, and backpacks. The company has enjoyed an average annual growth rate of around 50% over the last 10 years causing it to become a well-known brand in China.

Vice General Manager, Lanny Han came to this year's TITAS show. This was her first visit to the exhibition and her second trip to Taiwan. She said she came in search of functional materials and products suitable for her company's outdoor products, particularly materials that are water resistant, breathable, and lightweight.

When asked about the current textile market situation in China, Han said that the last year was slow, but that it had mostly recovered. In terms of the outdoor clothing and equipment market, she said it was still small relative to the size of China since outdoor activities are relatively new there. Fortunately, the market is growing quickly and has lot more room to do so.

She said that Taiwan's textile manufacturers did a great job, but that price could sometimes be an issue. "Toread gets most of materials from the mainland, some from Taiwan and a small amount from Japan. The Taiwan manufacturers are dependable and have great technology and products, but sometimes price can be an issue as compared to the mainland. From our perspective, price is the only thing that limits our cooperation with Taiwan companies."

Han said that for the most part she new which products she was looking for but that she keeps an open mind. "I look at everything and am interested in new materials that we could use. If I can find something new, that is great. Even if I don't, we have relationships with a few Taiwan companies, so it is good for me to come here to coordinate with them and deepen our relationship."



Winning over Chinese outdoor enthusiasts with an Austrian brand



The Austrian outdoor clothing maker, Northland mainly produces outdoor leisure clothing such as ski wear, down jackets, climbing shoes and other kinds of outdoor clothing and accessories. In 2003, China Northland acquired the licensing rights for Northland products for all of China. The new company now has the right to research and develop, design and market its own products for the Chinese market using the brand. After five years, the company has become a major force in the Chinese outdoor market and as extended its reach to 250 stores.

Northland (China) director of production, Jacky Rao said that after his company acquired the licensing rights for the Northland brand, they began to actively change the product's

style and design in order to meet the style and demands of Chinese consumers. By way of example, Rao said that in color selection, Europeans prefer darker colors. His company selected colors that better reflected Eastern tastes like red and royal blue. He also mentioned shoes. They changed the shoes to better fit Chinese feet. They further changed the products to make them more stylish and better fit into people's daily lives. These efforts pushed up the company's market share by 4%. Despite the fact that Northland (China) is one of the country's biggest companies, its market share is only 6% showing how intense competition in the outdoor market in China can be.

After seeing textile industries in many countries, Rao said that he was deeply impressed by the development of Taiwan's functional textiles market. He added that despite the lack of abundant natural resources, Taiwan has made a name for itself through unique technology and constant improvement of its international market competitiveness.

Jiangsu Yancheng welcomes Taiwanese companies to planned "Taiwan Textile Park"

This year's Taipei Innovative Textile Application Show, the organizers sent a special invitation to China's the Economic & Trade Commission of Yancheng, Jiangsu Province and Jiangsu Yueda Textile Group President, Shao Yong. This marks the first time the group has come to Taiwan to engage the industry by communicating and promoting its Yancheng "Taiwan Textile Park" plan.

Shao said the purpose of this trip, apart from bringing newly developed products from mainland China like tencel and hemp products and introducing them to Taiwan, was to visit Taiwanese partners and mutually agree on a direction for future cooperation. More importantly, he hoped to bring an open mind so as to understand and learn about the latest in research and development at the TITAS show.

This was Shao's first visit to the TITAS show. He said he was greatly



impressed with the high-quality textiles, advanced textile technology and a high level of design creativity at the exhibition. "The combination of high-tech and functional textile products, a strong point of Taiwan's, is outstanding. I think the overall level rises every year!"

On the matter of Yancheng in Jiangsu Province of China and the plans for a "Taiwan textile park," Shao said that Yancheng is a city devoted to high-quality cotton production that is also an important textile manufacturing base for the Yangtze River Delta. If Taiwanese textile manufacturers were able to enter and cooperate with local industry, they could both achieve great mutual benefits.

Shao added that combining Taiwan's track record and understanding of the international markets along with their good corporate management with mainland China's production base would create a successful sum greater than its parts.

Preview in Daegu Korean Show Here to Promote and Learn

Director John Lee of Daegu Gyeongbuk Textile industries Association led a delegation of seven members on their first trip to Taiwan and TITAS. The main purpose of his trip is to promote the Korean Preview in Daegu International Textile Fair to be held in 2011.

He said he hopes to learn from TITAS and Taiwan manufacturers to better understand the industry and improve his exhibition. He also hopes to improve relationships between Korean and Taiwanese companies. "Korean manufacturers work hand in hand with Chinese companies but not as much with Taiwanese companies. We hope to improve this situation. This is our first time here but I hope in the future Korean-Taiwanese partnerships will be common."

Lee said that Daegu is the textile distribution center in Korea and that the area was hugely impacted by the financial crisis last year. Local textile manufacturers went from



5,000 to 3,000. But with the support of the government, many companies worked created R&D departments. Even the Daegu Gyeongbuk Textile Association itself has five R&D centers concentrating on printing, dyeing, textile machinery, etc. One of the goals of the association is to research and develop functional fabric.

During the TITAS show, Lee visited the booths of the Taiwanese manufacturers. He found that there are several significant differences between the Taiwan and Korean textile industries. For example, Taiwanese manufacturers are mostly focused in the development of sports and leisure clothing and materials while South Korean manufacturers are more focused on the development of popular women's clothes. Another difference is that Taiwan companies focus on the manufacture of finished goods while South Korean manufacturers focus on fabrics. He believes that this strong point of Taiwan's is worthy of study by South Korea.



India Has Lots of Buyers, Wants More CITI Representative Promoting Indian Textile Industry

The Confederation of Indian Textile Industry (CITI) is an umbrella organization representing the entire textile chain in India. With 12 member associations, 7 associate members and 6 corporate members, over 90% of the country's total textile and textile machinery production is represented by the organization.



world in several textile products." He is also positive about the prospects for industry growth in India in the coming years.

He said that he likes coming to Taiwan and the TITAS show because of the potential to meet buyers from Taiwan as well as International buyers. He said, "It is an international show so we are happy to meet anyone that would like to work with Indian companies."

Indian and Taiwanese companies working together are an ideal partnership because they both have need of each other in different capacities. There are products that are better and cheaper in India that Taiwanese companies need and there are products that Indian companies need to purchase from Taiwan. Raswant said that he is optimistic about the future and can only see this partnership growing. He also added that he will definitely be back for the 2010 TITAS.

CITI made its second appearance at a TITAS exhibition this year represented by Deputy Secretary S. Raswant. Last year the organization brought 6 participants while this year the number fell to 4. According to Raswant, the reason for the decrease were conflicting schedules with Indian textile shows and the upcoming Indian holiday Diwali.

Raswant said that the textile market in India is improving steadily and hasn't seen any ill effects from the recent financial crisis. He said, "the Indian textile industry is going through an exciting time of expansion and improvement and is leading the

Small and Medium Enterprises Zone Reinforces Promotion Export to the Global Market

The small and medium enterprises have been the important pillar of economic development in Taiwan. To assist them to lower the cost of expanding overseas market and strengthen their overseas marketing capability to increase their international competitiveness, the Small and Medium Enterprise Administration, Ministry of Economic Affairs specially plans the TAITRA Area (D816) during 14th to 16th of October in TITAS. This area expects to enhance the international exposure of Taiwan small and medium enterprises with lowest cost and to increase the opportunity to have contacts with international buyers. In this way, the enterprises can connect the world and enhance the image of Taiwan's industry.

There are totally 30 companies that participating in the TAITRA Area, and twenty of them showcase their actual products. These companies include Atics Industrial Corporation, Singhung screen Print Co., LTD., Fivelong Enterprises Co., LTD., Sun-East Resin Co., LTD., Grand Kaiser Co., LTD., Ho Hung Ming Enterprise Co., LTD., Long Sky Corporation, Kweiyuh Enterprise Corporation, Lemax Enterprise Co., LTD., Betty Jou Industrial Co., LTD., Homer Zipper Co., LTD., Wavecape Industrial Co., LTD., Gold-tank International, Hopper Wing Enterprise Co., LTD., Bortex



International Co., LTD., Nusharp Inc., Mc Fashion International LTD., Krudi LTD., Treasure-In Int'l Co., LTD. and Swojin Enterprise Co., LTD. The other 10 companies only provide product catalogues. The products include zippers, polyester silks, polo shirts, PU resin, water-proof and permeable dog jackets, buttons, metal and acrylic apparel accessories, eco-fabric, tailored scissors, silicon pads for underwear and etc.

To highlight the quality products of the Taiwan small and medium enterprises, this area is especially designed with transparent display windows on the four sides. The high quality design of the entire area can definitely attract buyers to stop over and enhance the effect of the show. The TITAS in the last year (2008) attracted more than 19,567 buyers, which the result was very fruitful. This year, the area is expected to bring considerable business opportunities for the Taiwan small and medium enterprises.