

2010 Taipei Innovative Textile Application Show

TITAS

October 13~15



One-on-One Meetings Opened Up Great Business Opportunities at TITAS 2010

- With the participation of 285 exhibitors from 13 countries, TITAS 2010 reached an exhibition scale of 556 booths.
- The Show attracted 22,479 professional visitors from 48 countries.
- 109 buying representatives of 66 brands from 19 countries were invited to visit the Show.
- 653 one-on-one business meetings were arranged to explore possible business opportunities.
- 11 seminars were held to convey the latest information on textile trends, innovation, marketing and product development.



Organized by Taiwan Textile Federation and supported by the Bureau of Foreign Trade, Ministry of Economic Affairs, the 14th TITAS (Taipei Innovative Textile Application Show) was rounded off on October 15, 2010 with the keynote of fashion, technology and ecology. As a best stop to shop for innovative textiles, TITAS 2010 offered all-in-one services to provide international buyers with quality fibers, yarns, fabrics, ready-to-wear and accessories at one stop.

From Taiwan, Japan, South Korea, Indonesia, India, Thailand, the Netherlands, Germany, France, Peru, US, China to Hong Kong, 285 exhibitors received 22,479 professional visitors from 48 countries and regions at the three-day fair, creating over US\$50 million business opportunities.

Buyers amazed by innovative exhibits

As "Innovation" was the chosen theme of the year 2010, TITAS was being creative to present the latest functional and eco textiles. Functional fabrics were offered for the use in ready-to-wear and industrial domains while green solutions came into the scenario with eco-friendly textiles to lower carbon footprints.

Major Taiwan manufacturers Formosa Chemicals & Fibre, Far Eastern New Century, Formosa Taffeta, Nan Ya, Lealea, New Wide, Paiho and Everest lined up as the green frontier, promoting recycled PET bottle fabrics which received excellent response from international visitors. Ultra fine denier and ultra light-weight functional fabrics were also the most sought-after items.

In addition to functional and eco textiles, industrial textiles were becoming eye-catching products at TITAS 2010. They ranged from flame-resistance / retardant clothing, bullet / stab-proof fabric, life jacket, geo textile, tire cord, net cage, fishing net, chimney filter, conveyor belt for precision instrument, airbag fabric to abrasion resistant fabric.

Clap for the 653 one-on-one meetings

66 internationally renowned brands were invited to TITAS 2010, with 109 buying representatives taking part in the 653 one-on-one meetings. Among the participating brands were:

- Lafuma, EIDER, MILLET from France; MAMMUT from Switzerland; HAGLÖFS, KLÄTTERMUSEN, DIDRIKSONS 1913, Pinewood and ICE BUG from Sweden; STELLA McCARTNEY from Italy; MARKS & SPENCER and speedo from UK; O'NEILL from the Netherlands; VAUDE from Germany; NORTHLAND from Austria and Red Fox from Russia.
- The North Face, EXOFFICIO, L.L. Bean, SCOTT, Under Armour, sherpa, LEVI STRAUSS, patagonia, SOUTHPOLE and GLEN RAVEN from US.
- KAILAS from Australia; MARUBENI from Japan; BLACK YAK, mountia, K2 and Karrimor from South Korea; TOREAD, Shehe, HIGHROCK, JAMOST and King Camp from China.



Compliments from brand buyers

- American outdoor wear brand EXOFFICIO was impressed by Taiwan textile industry's innovative abilities and regarded TITAS as a well-planned trade fair.
- Italian brand Wild Roses indicated that though not a very big show, TITAS was without doubt a best show to source textile materials for outdoor gears.
- First-timer Swiss brand MAMMUT expressed their satisfaction at finding many new suppliers and innovative products at TITAS.
- British swimwear brand speedo paid its second visit to TITAS 2010 and was happy about the substantial benefits of business meetings, specifically referring to the excellent quality of Taiwan's textiles as very competitive in the global market.
- Also a first-timer Korean brand BLACK YAK was very much impressed with the versatility in Taiwan's textile materials and considered the one-on-one arrangement an effective channel to meet potential green textile suppliers.
- Frequent visitor Shehe from China said that the quality and price of Taiwan's textiles met their needs, and praised the one-on-one meetings a great success in matching brands and suppliers.
- The Chinese buying representative from Australian brand KAILAS indicated fruitful results of the one-on-one arrangement, implying the intention of sourcing 20% to 30% of their materials from TITAS exhibitors in the future.



Exhibitors from Far and Near: Versatile, Green and Innovative

- The German polyester developer Advansa is among the world's leading polyester manufacturing groups, aiming to create eco-friendly polyester materials to lower environmental impacts.
- Shinnaigai Textile, a public listed company from Osaka, Japan, is devoted to developing eco-friendly fabrics and recycled textiles.
- As a socially responsible company, Indorama Polyester Industries, the largest polyester manufacturer in Thailand, is promoting Ecorama® for lowering carbon footprints.
- First-timer Shandong Ruyi Group presented at TITAS 2010 a wide range of textiles from cotton and wool materials to finished end products and was interested to work with Taiwan designers.
- TANBOOCEL Industry Union paid their first visit to TITAS and made a manifesto for bamboo fiber products, showing enthusiasm to develop underwear and leisure wear collections with Taiwan manufacturers.



Global textile trends unveiled at professional seminars

TITAS seminars presented global trends, unveiled industrial insights and helped business decision makers broaden international horizon. TITAS 2010, 11 professional seminars gave talks on environmental trends, innovative research, marketing and product development, attracting a total attendance close to 1,500.

- Far Eastern New Century and Everlight Chemical both gave introductions to their new eco products.
- Fashion media WGSN and Stylesight uncovered what's in and chic for spring/summer 2012.
- Bureau Veritas and TÜV Rheinland Taiwan helped textile suppliers understand better the do's and don'ts in eco regulation and certification.
- TANBOOCEL Industry Union and China Colored-cotton Group demonstrated their very natural and eco-friendly materials.



TITAS 2011 is scheduled from October 12 to 14 at Exhibition Hall 1, Taipei World Trade Center.

Please make pre-registration at www.titas.com.tw

Figures and Analysis

■ Exhibitors

Exhibitor	Company	%	Booth	%
Local	229	80	448	81
Foreign	56	20	108	19
Total	285	100	556	100

■ Exhibits



Product Category	Company	%
Apparel Textiles for Fashion & Functions	115	40
Trimmings & Related Products	43	15
Related Services & Machinery	30	11
Fibers, Filaments & Yarns	26	9
Cross Strait Textile Fair	24	9
OEM/ODM Apparel & Accessories	21	7
Upholstery & Industrial Textiles	20	7
Textile Inspection & Certification	6	2
Total	285	100

■ Visitors

Visitor	Number	%
Local	19,107	85
Foreign	3,372	15
Total	22,479	100

■ Top Ten Visiting Countries & Regions

1. Taiwan	6. EU
2. China	7. Thailand
3. H.K.	8. South Korea
4. U.S.A	9. Malaysia
5. Japan	10. India

■ Purchasing Products



Product Category	%
Fashion Fabrics	18
Fibers	14
Yarns	13
Functional Fabrics	11
Trimmings	10
Accessories	8
Home Textiles	6
Apparel & Sweater	5
Nonwoven Textiles	4
Others	11



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