



## Innovative Textiles is the Attention Drawer at TITAS 2013

- 359 exhibitors from 11 nations and regions with 747 booths participating in the 2013 event, marking an increase of 9.2% from the previous year.
- 30,240 visits by professional buyers from 40 countries.
- 170 representatives from 83 leading international brands from 21 countries were invited to attend.
- A total of 950 one-on-one business meetings were organized, achieving an increase of 12% from 2012. More than 100 exhibitors participated in this side event with approximately 2,000 people attending the meetings.

Organized by the Taiwan Textile Federation (TTF) and under the auspices of the Bureau of Foreign Trade, Ministry of Economic Affairs, Taipei Innovative Textile Application Show (TITAS) came to a successful closure on October 17, 2013. Committed to providing one-stop-for-all services for professional buyers, TITAS is the best platform to explore Taiwan's innovative textiles ranging from fiber to apparel, focusing on fashion, functionality and eco-friendliness. Totally 359 exhibitors from Taiwan, Japan, South Korea, Germany, United States, Netherlands, Singapore, Switzerland, Sweden, China and Hong Kong showcased their latest collections at the 3-day event. Despite the still sluggishly recovering global economy, TTF estimates the event has created business prospect for more than 66 million US dollars.



### Presenting Taiwan's best innovative textiles to the world

TITAS has established itself as the ideal platform to both explore and present innovative textiles. Textiles such as moisture-permeable, water proof, wind proof and thermal fabrics as well as ultra light/ultra fine fibers have successfully become the favorite choices in the sportswear and outdoor marketplace, and now they are already making their way into the fashion sector. Highlighting this fashion plus function trend, TITAS 2013 launched the Fashion Focus Zone to fulfill the need as well as create higher added value for functional materials in the fashion industry.



## Strong support from domestic and international vendors

TITAS 2013 saw a very enthusiastic participation. Some of the old timers have expanded their space to present a richer product range. Exhibitors from Taiwan include leading players in the industry such as Formosa Plastics Group (Formosa Chemicals & Fibre, Nan Ya Plastics, Formosa Taffeta and Formosa Plastics), Far Eastern New Century, Libolon, Fabric King, Everest, Tri Ocean, Tex-Ray, Eclat, Singtex and New Wide. Furthermore, Taiwan's textile related associations and alliances representing upper stream, mid-stream and lower-stream of the industry also collaborated to showcase their members' latest products. Some of the eye-catching exhibitors and products were:



- Formosa Plastics Group presented its exhibition under the theme "Textiles go better with green technologies". Member company Formosa Chemicals and Fibre specially featured FORMOTEX®, a high wet modulus rayon fiber, as well as ultrafine nylon filaments, fiber grade PP pellets and Collagen rayon staple fiber.
- Far Eastern New Century is a globally leading name in polyester materials. Its food-grade recycled PET bottles polyester pellets are used by international brands such as Coca Cola and Pepsi. FENC unveiled the most technologically advanced cooling fiber Bio-TopCool+® at the 2013 Show.



- Libolon is a label owned by the Lealea Group. The brand represents one of the largest producers of textile polymeric materials covering both nylon and polyester fields as well as engineering plastic chips in Asia. Libolon owns a family of eco textile brands including RePET® and Ecoya® and functional textile brands including CoolBest II® and Secotec II®.
- Fabric King has for the past year developed its highly functional while eco-friendly products around the concept "Evolution with Depuration". The most intriguing products presented at the Show were: washable LED lighting system textile, actively heating system textile, and the eco-friendly D'dye collection.



- Everest exhibited its latest products under four themes: Fashion Sports, Life Style, Urban Outdoor and Fashion City, based on a technical platform and its F2 (Fashion x Function = Fusion = F2) concept.
- Eclat is a company that vertically integrates dyeing, knitting, finishing and garment making in its operation. Their exhibits were showcased around "Knit and Stretch". Aiming to provide highly functional knitted fabrics and apparel to brands worldwide through eco-friendly production processes, Eclat is incessantly pursuing the balance between the industry and environment while becoming a sustainable enterprise.
- Texray's business operations cover fabrics, dyeing & finishing, apparel, intelligent apparel, metal fibers and home textiles, with core products including THot, TCool, AI Dry, Eco-lor and Smart Clothing.



- Singtex is the original developer of the eco yarn S.Café® made of coffee grounds. The company introduced its new textile platform SPIIN™ at the Show for the development of innovative and eco-friendly products.
- Tri Ocean Textile is the developer of DreamFel®, a polypropylene filament yarn featuring lightweight and soft, thermal and durable, with an outstanding ability to quickly transmit moisture. In 2012, the company founded the brand Genuine Solution to provide high quality functional apparel.

For the international part, 70 vendors from 10 countries exhibited at the Show with a total of 91 booths. To name a few:

- With a history of 180 years, Marusho Knit Factory from Japan is committed to produce high quality knitted fabrics. Equipped with comprehensive facilities, the company consolidates advanced technologies and expertise to keep expanding product lines in order to satisfy the increasingly diversified market.
- Shins Co., Ltd. from South Korea specializes in developing and making an assortment of apparel, upholstery and home furnishing. While actively developing innovative materials and designs to create niche products, Shins is able to enjoy a competitive price edge by vertically integrating its services.
- DyStar, a Singapore based company inheriting experiences and technologies from Bayer, Hoechst and BASF/ICI/Zeneca, offers a full range of dyes, auxiliaries and services to the world through its sales offices and production plants in over 50 countries.
- Polygiene Odor Control Technology is a leading and internationally recognized odor control solution provider. A bluesign®-certified company, Polygiene has already worked with a critical mass of high-end brands in Europe, the US and Japan as well as all the leading fabric suppliers in the EU, US and Asia. Actively involved in discussions on environmental issues, the company enjoys good reviews and support from both media and consumers.



## Business meetings with high added benefits

One-to-one business meetings at TITAS offers great business potential between exhibitors and international leading brands. At the 2013 edition, the program has again attracted brands across the world to attend, bringing 170 professional buyers from United States, Brazil, Sweden, Norway, Italy, Switzerland, the Netherlands, France, United Kingdom, Austria, Germany, Poland, Bulgaria, Czech Republic, Russia, China, Japan, Australia, New Zealand, South Korea, and Hong Kong.

## Seminars focusing on industrial outlook

14 seminars were organized at the Show with topics covering fashion forecast for 2014/15, overview and outlook for China's outdoor industry, innovative technologies from Taiwan's textile industry, sustainable textile development, and international certification systems for textile products. Always an information and knowledge source for the latest global development in the textile field, the seminars attracted nearly 1,600 people in attendance.



## Waiting for a new chapter in 2014

TITAS 2014 will be held on October 15-17 at the Taipei World Trade Center Nangang Exhibition Hall. As we already see some lights at the end of the economic tunnel, TITAS 2014 is definitely an event worth looking forward to.

For further information on TITAS 2014, please visit [www.titas.tw](http://www.titas.tw).

## Exhibitors

Exhibitor	Company	Share	Booth	Share
Domestic	289	81%	656	88%
International	70	19%	91	12%
Total	333	100%	747	100%

## Exhibits

Product Category	Company	Share
Apparel Textiles	136	38%
Trimmings & Related Products	54	15%
Cross Strait Textile Fair	46	13%
OEM/ODM Apparel & Accessories	39	11%
Related Services	22	6%
Upholstery & Industrial Textiles	20	6%
Fiber, Filaments & Yarns	19	5%
Textile Machinery	16	4%
Textile Inspection & Certification	7	2%
Total	359	100%

## Visitors

Visitor	Number	Share
Domestic	25,510	84%
Foreign	4,730	16%
Total	30,240	100%

## Purchasing Products

Product Category	Share
Apparel Textiles	64%
- Functional Fabrics	21%
- Fashion Fabrics	16%
- Fibers	14%
- Yarns	13%
Ready to Wear & Sweater	7%
Home Textiles	5%
Trimmings	5%
Industrial Textiles	4%
Accessories	4%
Nonwoven Textiles	3%
Textile Machinery	3%
Inspection & Certification	2%
Others	3%

## Top Ten Visiting Countries

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

### Sponsoring authority



Bureau of Foreign Trade,  
Ministry of Economic Affairs

### Organizers



Taiwan Textile Federation



Taiwan External Trade  
Development Council