

Press

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Final Report

Interstoff Asia Essential

The Home of Cutting-Edge Textiles

7 – 9 October 2009, Hong Kong Convention & Exhibition Centre

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Interstoff Asia Essential closes its doors to an increase of four percent in visitor attendance from the autumn fair in 2008

Fair still recognised as a leader in attracting international buying offices

Visitors and exhibitors alike hailed business on the fair a success

Interstoff Asia Essential closed its doors last week at the Hong Kong Convention & Exhibition Centre with 6,442 visitors from 44 countries and regions, an increase of four percent from the previous year. For three days, 7 – 9 October, 235 exhibitors presented some of the finest eco, fashion and functional fabrics while discussing serious business with industry professionals from not only Hong Kong but worldwide including countries and regions China, Taiwan, the US, Korea, Japan, Australia, Germany, Thailand, Malaysia and France.

“This fair is very important as it attracts well-known retailers like Benetton, H&M and Moisselle plus a number of leading buying offices including Li & Fung, who represent a number of clients from around the globe” said Mr King Lee, President for King Tex, a fabric exhibitor from Korea.

Among the principal brands sourcing at this year’s event were: Abercrombie & Fitch HK Ltd, adidas Group, agnes b HK Ltd, Burberry, Christian Dior Bsc, Coach Inc, Columbia Sportswear Co

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(HK) Ltd, DMK Asia Ltd, Diesel, Esprit, Gap International Sourcing (Holdings) Ltd, Giordano Ltd, H & M Hennes & Mauritz (Far East) Ltd, J C Penney Purchasing Corp, Levi Strauss & Co, LVMH Asia Pacific Ltd, Marc Jacobs Intl LLC, Phillips-Van Heusen Far East Ltd, PRADA Asia Pacific Ltd, Target, and Wal Mart.

Exhibitors' high praise for Interstoff Asia Essential continued to echo over the 3-days of the fair and received plenty of compliments for its unique location in Asia's leading business hub – Hong Kong.

First time exhibitor, Soorty, a denim manufacturer from Pakistan, chose to participate in the fair in order to reach out to quality buyers. "Hong Kong is the hub of this industry's business and we felt that this fair was our gateway to enter this market, especially since we are looking to meet both American and European buyers," said Marketing Manager, Mr Muhammad Tariq Alavi, who further praised the trade event. "So far, we've met with Jones Apparel, Mondial and CMA offices. We hope to be here again next year."

Every year, the fair's positioning in the eco fabric market continues to grow. This year, a special pavilion organised by bluesign technologies ag, welcomed seven outdoor and high-quality functional fabric suppliers, including HKT from Hong Kong; Shin Han from Korea; Everest Textile, Labtex and Premiere Fashion from Taiwan and Sanitized ag from Switzerland.

"I think most of us have been surprised by the buyers growing interest in taking eco-focused initiatives, whether that be environmentally friendly fabrics, safe dyeing processes or good working conditions. In all honesty, our contacts have been better than we had expected," said Mr Christian Dreszig, Head of Marketing for bluesign technologies ag.

Buyers were equally as impressed with the diversity of fabric and textile related product suppliers showcasing at the fair. Products ranged from silk and bamboo blends to ribbons and buttons. "The size of the fair allows me to source what I want and be able to find

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really good contacts for cotton, viscose and even polyesters,” said Ms Marina Erbs, a representative for Rovitex from Brazil.

Mr Dicky Lai from Hong Kong based Starlink Development agreed with Ms Erbs. “I always find the fabrics that I am looking for at Interstoff Asia Essential.”

In addition to sourcing from a range of eco, functional and fashionable fabrics, attendees had the opportunity to take part in seminars that provided valuable insight for sustainable business and included discussions on design & trends, plus updates on the latest industry technology. Among the panelists of speakers were representatives from leading chemical companies, DyeStar, Clariant, Huntsman and BASF.

Chief Executive Officer for Topy Co (HK), Mr Vincent Fang offered several strategies for businesses wishing to enter the massive China market at one of the panel discussions.

Mr Fang was pleased with the audience feedback during his discussion at the fair. “The fair is a useful platform for trade professionals to gather the latest sector developments and also to seek new business opportunities as well as source quality fabrics from good suppliers.”

Equally as popular at this year’s panel discussion, was the session led by the Sustainable Fashion Business Consortium a Hong Kong organisation that encourages sustainable initiatives. They were also first time exhibitors this year. “The objective of these types of platforms are for professionals to share sustainable practise and to bring awareness to different groups. We will certainly participate again,” said Mr Anderson Lee, Business Director for HK Non-Woven Fabric, a member of the Sustainable Fashion Business Consortium.

This year’s show also promoted a series of design platforms. Among them were RE:BORN – an eco-focused fashion installation from students at the HKICC Lee Shau Kee School of Creativity; Ethical Fashion Forum EFF – an organisation that

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promotes ethical fashion from the UK; Texprint – a textile competition in the UK and the Designer's corner highlighting fashion pieces from the Hong Kong Fashion Designers Association and the Hong Kong Polytechnic University.

Joanne Bowring, Public Relations and Sponsorship representative for Texprint, spoke of the meaningful dialogue that the winners of the competition engaged in at the fair. "The possibilities and the potential for business at Interstoff are wider and more real than an other trade event. Buyers here are direct and they know what they want. It has certainly been a positive experience for everyone here."

The next edition of Interstoff Asia Essential will run from 17 – 19 March 2010. For photos featured at Interstoff Asia Essential 2009 or information on the upcoming fair, see www.interstoff-asia.com or email textile@hongkong.messefrankfurt.com.

For information on all Messe Frankfurt apparel textile fairs around the world, please visit <http://www.interstoff.com>

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 440 million euros in sales in 2008 and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2008, Messe Frankfurt organised more than 100 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to nine exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com