

### Invista licenses production of BDO and PTMEG to a Chinese enterprise

Invista has signed a technology licensing agreement with Sichuan Tianhua Fubang Chemical Co Ltd to license its BDO and PTMEG manufacturing technologies to the Chinese company. Sichuan Tianhua Fubang intends to invest RMB 2.4 billion in building manufacturing plants to produce these two products in Hejiang county of Luzhou city, Sichuan province.

"Tianhua Fubang was our first BDO licensee, and has now become our first PTMEG licensee. We have found Tianhua Fubang to be a company of the highest integrity with a strong technical background, an excellent operational capability, and a commitment to their customers," said Richard Dobzelecki, Asia Pacific vice president for Intermediates at Invista.

The licensing agreement covers the manufacturing processes, required technologies, product formulations as well as expert engineering services for the two plants with annual capacity of 60,000 tons of BDO and 46,000 tons of PTMEG respectively.

Both BDO (1,4 Butanediol) and PTMEG (Polytetramethylene Ether Glycol) are chemical intermediates.

### Xetma Vollenweider – Expansion of Technology Centre

In January 2008, the German-Swiss machine manufacturer Xetma Vollenweider opened its modernized and expanded Technology Centre. Thanks to the expansion, all finishing technologies provided by the machinery of Xetma Vollenweider's range of products are now available at Xetma Vollenweider's site in Aue (Germany).

This modern technological centre enables Xetma Vollenweider to run trials with the products of its customers and other interested parties from all over the world in a safe environment using a wide range of add-value techniques. In addition to novel finishing results, the service offered by Xetma Vollenweider gives textile companies and its decision makers a much safer basis for decision-making in respect of planned investments.

The new Technology Centre integrates the complete range of mechanical surface finishing processes including raising, shearing, emerising, polishing, combined raising and emerising, tigering, brush-

sueding, brushing, combined brush-sueding and emerising and lastly, cleaning.

Having at its disposal in its in-house technological centre the complete range of relevant technologies and technical equipment, Xetma Vollenweider is in a position to provide its customers with more efficient services in respect of present-day and future market requirements. In line with its corporate philosophy "The Better Partner", Xetma Vollenweider has once again demonstrated that it has a competitive edge over its competitors.

The ever-growing interest shown by textile companies from all over the world has been one of the reasons why Xetma Vollenweider has decided to continually widen its programme of customer-related services, including, among others, the finishing of complete sample collections for fairs and product presentations.

### Two Messe Frankfurt trade fairs recognised for excellence

Two Messe Frankfurt trade fairs in Shanghai - Intertextile and Music China - have been recognised for excellence by the Shanghai Foreign Economic Relation & Trade Commission, in association with the Shanghai Convention & Exhibition Industries Association (SCIEA).

In a newly-launched initiative, the two organizations selected the top 15 exhibitions in Shanghai and awarded them the title of "Shanghai Top International Brand Fair". The winners were announced at the Annual General Meeting of the SCEIA in January.

Currently there are over 500 exhibitions held in Shanghai annually. For exhibitors and visitors, the number and variety of events to choose from can be bewildering. To distinguish the very highest-quality exhibitions in the market, and to provide a guide for foreign participants, the two organizations judged international trade fairs according to a number of criteria. To qualify for the award, the an exhibition must:

- ❖ Be focused on the brand and professionally-organized.
- ❖ Have been held continuously for no less than five years.
- ❖ have gross floor space of over 50,000sqm (net area no less than 45% of gross).
- ❖ Be made up of no less than 20% foreign exhibitors.
- ❖ Be made up of no less than 35% recognised market-leaders.

- ❖ have repeat exhibitor participation of at least 60%.
- ❖ poll minimum 85% exhibitor satisfaction in independent research.
- ❖ poll minimum 85% visitor satisfaction in independent research.
- ❖ have at least 95% of exhibits within the product categories.

Both Music China and Intertextile met these criteria, along with 13 other international exhibitions in Shanghai. The judging panel was made up of representatives from the Shanghai Foreign Economic Relation & Trade Commission, the Shanghai Convention & Exhibition Industries Association, and the Shanghai Government.

"The China exhibition industry is growing so quickly, it is often a challenge to stand out from the crowd," said Mr. Stephan Burma, Managing Director of Messe Frankfurt in Asia. "Having our events recognised in this way is hugely rewarding, and will hopefully give our customers around the world even greater confidence in Messe Frankfurt's experience and service in China."

### Intertextile Shanghai Apparel Fabrics - China International Trade Fair for Apparel Fabrics & Accessories

Intertextile Shanghai Apparel Fabrics is one of the largest garment textile exhibitions in the world. organized jointly by Messe Frankfurt and the Sub-Council of Textile Industry-CCPIT, the event attracts over 2,000 exhibitors and around 55,000 buyers every year. The 2007 fair featured thousands of textile products, an entire hall dedicated to accessories, several trend forecasting areas, a series of seminars and a special zone for British Textile Designers. The fair covered seven exhibition halls, and housed more than 600 companies from overseas, including those from Germany, Italy, Japan, Korea, Pakistan, Portugal, Taiwan, Thailand and Turkey. Around 17% of the visitors came from overseas.

### Music China - International Trade Fair for Musical Instruments and Services

Running since 2002, Music China has become the biggest annual fair for music products in Asia. organized jointly by Messe Frankfurt, INTEX and the China Music Instrument Association (CMIA), its broad product mix encompasses both western and traditional Chinese instruments.

For more information on Messe Frankfurt's exhibitions in China, [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk) or email [info@hongkong.messefrankfurt.com](mailto:info@hongkong.messefrankfurt.com). ♦