



Online application for ITMA ASIA + CITME 2018 exhibition space opens



The sixth combined ITMA ASIA + CITME exhibition to be held at the National Exhibition and Convention Centre, Shanghai from 26th to 30th October 2018.

According to show owners CEMATEX and Chinese partners, the Sub-Council of Textile Industry, CCPIT (CCPIT-TEX), China Textile Machinery Association and China Exhibition Centre Group Corporation, the mega textile machinery exhibition is expected to draw a positive response.

Mr Fritz P. Mayer, President of CEMATEX, said: "The combined showcase is highly appreciated by leading textile machinery industry players as it offers them a cost-effective platform for their products and services in Asia.

"In today's global market, textile makers are sourcing innovative solutions and upgrading their facilities. The drive for better technological solutions is

expected to grow in Asia, especially China. Hence, we are confident that all leading brand names will continue to have a large presence in this credible showcase."

To enhance the country's position in the global value chain, the Chinese government has drawn up a roadmap to upgrade the industries through innovation. Its 'Made in China 2025' strategy aims to drive manufacturers swiftly towards smart industrial production and valued-added manufacturing.

Explained Mr Wang Shutian, President of China Textile Machinery Association (CTMA): "Rising labour costs and the need to stay competitive in a challenging business environment have spawned the demand for intelligent manufacturing. Using advance information and communication technology allows effective integration of the entire textile and garment production



processes. Such seamless integration will enable manufacturers to be more responsive to customers' specific requirements."

The last ITMA ASIA + CITME combined show in 2016 welcomed the participation of 1,673 exhibitors from 28 economies and registered a visitorship of over 100,000 from 102 countries and regions. ♦