



## Swiss textile machinery firms at Irantex show

The editorial highlights the presence of the Swiss Textile Machinery Association's pavilion at Irantex, which provided a busy hub to stimulate business discussions and networking for the growing Iranian textile industry.

**For the first time ever in Iran, Switzerland's textile machinery manufacturers exhibited in their own pavilion at the recent Irantex show, under the umbrella of their representative body the Swiss Textile Machinery Association (Swissmem). A total of 13 Swiss companies took part, reinforcing the impact of their successful symposium in Tehran last year.**

The exhibition, at the Tehran fairgrounds from September 4 to 7, attracted wide international participation, and Switzerland's special pavilion – its first for a decade – helped its companies to make a strong impression on trade visitors. Business contacts were enhanced, and the Swiss exhibitor group was able to report that some notable project negotiations were finalised at the event.

"Feedback was very positive," said Cornelia Buchwalder, Secretary General of

the Swiss Textile Machinery Association. "Our companies valued their participation and the quality of business contacts, and the exhibition provided an excellent follow-up to our Iran symposium in 2016."

Swiss firms exhibiting were: Jakob Müller, Benninger, Willy Grob, G. Hunziker, Stäubli, Norsel, Retech, Heberlein, SSM, Luwa, Steiger Participations, Saurer, and Drop Chemicals.

A highlight was the visit of Switzerland's ambassador to Iran, Mr Markus Leitner, to the pavilion. He met with the Swiss exhibitors and discussed the opportunities and challenges of doing business with Iran.

The reaction to the show from Benninger area sales director Peter Vormbruck typified the enthusiasm of the Swiss exhibitors: "We found that customer interest in high-quality and technology-driven machinery was very positive," he said. "There was even a strong desire to overcome the financial complexities to enable the Iranian industry to take advantage of the imported

products. We were pleased to have some very open discussions on technology and opportunities in this important market of Iran."

Following the ending of most international sanctions on Iran at the start of 2016, there was a need to reintroduce and expand the financial and trade frameworks, to allow the Iranian textile sector to upgrade its technology levels. The 2016 symposium provided guidance on this issues via experts in the field, and this progress was continued at Irantex.

In this context, consultant Verena Utzinger attended the show to support

both Swiss and Iranian partners. She outlined the work of SERV, the Swiss Export Credit Insurance organisation, which secures exports of Swiss companies against political and transfer risks, as well as payment losses, and provides additional liquidity for specific export deals.

She commented: "SERV has many years of very positive experience with Iranian buyers. At Irantex we were able to present the available services for transactions between Swiss and Iranian companies, and facilitate talks about the markets, politics and customs of Iran." ♦

## SSM Schärer Schweiter Mettler AG attended two exhibitions in September 2017

**Irantex in Tehran, Iran and CAITME in Tashkent, Uzbekistan. Visitors had been impressed about the provided SSM solutions.**

**SSM Textile Machinery, based in Horgen (Switzerland), is a subsidiary of the Rieter Group. SSM is the world's leading supplier of precision winding machines in the fields of dyeing, weaving and sewing thread preparation and enjoys success in individual segments of filament yarn production. SSM comprises of the companies SSM Schärer Schweiter Mettler AG in Horgen and subsidiaries in Italy and China. SSM is represented worldwide in all major markets.**

Only a couple of days lay between the two exhibitions in Iran and Uzbekistan. However, both shows are important for their region and therefore SSM was pleased to present their products on both fairs.

In Tehran, SSM joined the booth of the Swiss Textile Machinery association (Swissmem). Together with other high quality textile machine producers from Switzerland, the local industry could profit from their experience and services. SSM,

known as innovative leader in yarn processing and winding – Swiss developer, leader and inventor of the electronic yarn traverse system, impressed their visitors with a wide range of solutions and applications.

For CAITME, Textima (SSM representative for Uzbekistan) was the host. The

11<sup>th</sup> edition of the exhibition was well visited. The visitors had been keen about the latest technology from SSM.

A detailed overview about SSM machinery and supported applications of the textile process chain can be found under Winding Solutions at [www.ssm.ch](http://www.ssm.ch) ♦



*Textima stand (SSM representative for Uzbekistan was the host at CAITME 2017).*