



# The intex South Asia 2017 is the leading sourcing show

**The 3rd edition of Intex South Asia – one of the largest international textile sourcing show in South Asia concluded on 17 November 2017 at Sri Lanka Exhibition & Convention Centre (SLECC), Colombo.**

The show was inaugurated by the Prime Minister of Sri Lanka, H.E. Mr Ranil Wickremesinghe in the presence of the Minister of Industry & Commerce, Mr Rishad Baithudeen and State Minister for Development Strategies & International Trade, Mr Sujeewa Senasinghe.

The Prime Minister of Sri Lanka, H.E. Mr Ranil Wickremesinghe said: “Events such as Intex South Asia are a way for Sri Lankan integration with the South Asia region. Sri Lankan apparel industry is important for our economy and therefore, the integration of Sri Lanka with the global trading system and the rest of South Asia is of great significance. But there is more to be done, as there are many opportunities in the value chain in the region. These type of events will lead to closer integration with South Asian countries.”

The Minister of Industry and Commerce, Mr Rishad Baithudeen who also graced the occasion said: Intex South Asia 2017 was definitely going to be a landmark event to promote, strengthen and significantly develop the export of apparel from Sri Lanka.”

The opening ceremony was attended by several diplomats, heads of trade associations and industry stalwarts from Sri Lanka, South Asia and beyond.

The three-day exhibition showcased textile products of 180 suppliers from 15 countries. This edition witnessed a growth of 40% in terms of the buyers turnout resulting in trade buyers from more than 20 countries, namely - Sri Lanka, India, Pakistan, Bangladesh, UAE, Oman, Mauritius, Italy, Australia, UK, France, USA, Hong Kong, Malaysia, China, Taiwan, Korea, Thailand and other countries.

This year sourcing, merchandising and design teams of many apparel exporters, international and domestic brands, buying and sourcing offices, retailers and e-retailers, fashion labels from Sri Lanka and other markets attended the show while looking for innovative textiles and trims for new product development for their next season 2018/19 SS and AW.

Some of the leading buyers/brands include Debenhams, Marks & Spencer, George ASDA, PVH Corp., Next, Regal Calibre, Midas Safety, Columbia Sportswear, Adeem Uniform, Decathlon, Dewhirst, Triumph, Speedo, L Brands, Tesco, Crystal Martin, Asmara International, MGF Sourcing, MAST Far East, Brandix, MAS Holdings, Hiradamani, Timex Garments, EAM Maliban, Omegaline, Star Garments, NOLIMIT, Odel, Hameedia, Interloop, Hermas, Twinset, 3Squids, Tessitura Monti, Turtle Ltd., Raymond Apparels, Lifestyle International, Madura Lifestyle amongst many others.

## Fashion Fiesta

Intex South Asia presented for the First time ‘Fashion Fiesta’ - the exclusive networking reception for international exhibitors. The event was held on 15<sup>th</sup> November at Grand Marque, Taj Samudra Colombo – Sri Lanka’s leading 5-star hotel.

The Fashion Extravaganza @ ‘Fashion Fiesta’ focused on the transformation of innovative textiles into contemporary garments that featured top collections from renowned suppliers from Intex South Asia in form of Fashion Shows, which was attended by more than 500 delegates. The companies that showcased their collection were The Woolmark from Australia, Taiwan Textile Federation (TTF) with eight Taiwanese companies, Bombay Rayon Fashions Ltd. from India, Mekotex Ltd. from Pakistan and Reliance Industries Ltd. from India.

## Interactive Business Forum

Intex South Asia has grown since the launch in 2015 as it keeps evolving its offerings to the industry. This year the show hosted the first-ever Interactive Business Forum Seminar Series. The SriLanka Ports Authority, TEXPROCIL & IFA Global provided important analyses for better understanding of the global developments and increasing intra-regional trade through enhanced cooperation in South Asia.

For the first time in Sri Lanka, The Woolmark Company (TWC) partnered with Intex South Asia as the official Innovation Partner to showcase and promote their use of Merino Wool to the Sri Lankan apparel industry. A presentation by TWC showcased how Merino Wool works to connect luxury with innovation to the apparel companies from Sri Lanka who attended the forum in large numbers.

Subsequently, after a successful debut last year, WGSN, the world’s premier trend forecasting and analytics firm had another triumph at Intex South Asia 2017. WGSN Trend’s Presentation for 2018/19 by Charlie Clark, Trends Specialist from Hong Kong attracted many delegates from the textile & apparel industry from Sri Lanka and other markets to attend the presentation to educate themselves on the latest trends and forecast for SS/AW 2018-19.

Lots of appreciation and positive comments were shared by the speakers and delegates to the organisers and partners involved in organising such a constructive and insightful forum at Intex South Asia 2017 which will certainly benefit the industry and stakeholders at-large.

The 3<sup>rd</sup> edition of Intex South Asia 2017 saw an increase by more than 18% in buyers’ footfall as compared to the last edition that attended the show from 22 countries and region making Intex South Asia the biggest platform that will nurture and develop the South Asian textiles and apparel industry which is the 2<sup>nd</sup> largest in the world after China! ♦