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German technology successfully met US and Mexican textiles and nonwovens industry

The VDMA Textile Machinery Association has recently organized several successful events for the textile industries in the US and Mexico. More than 80 decision-makers of the US textile, nonwoven and carpet industry, as well as 25 leading textile machinery and accessories manufacturers, participated in the VDMA textile machinery conference on November 6 in Charlotte (NC). The following two-day event on the 8th and 9th of November in Mexico City attracted nearly 450 customers and 30 textile machinery and accessories manufacturers, making it one of the most successful events of the VDMA Textile Machinery Association.

"In the light of the high number of participants and the intensity of the discussions regarding concrete investment intentions, the VDMA events have been a big success for our company", explains Hermann Selker, Head of Marketing, Trützschler.

The conference in Mexico City was addressed by José Cohen Sitton, president of the National Chamber of the Textile

Industry CANAINTEX: "German textile machinery and engineering are one of the best in the world," he stated. Sitton added that the Mexican textile industry has to invest in order to be on top of technology no matter what the outcome of the ongoing NAFTA negotiations.

Whereas these two events focused on customers, the training session at the Instituto Politécnico Nacional (Escuela Superior de Ingeniería Textil) in Mexico City on November 10 aimed at future engineers. About 500 textile engineering students followed the technical presentations from 18 textile machinery and components manufacturers. The company delegates also visited the machinery department of the faculty. The VDMA's contribution to improve the education of future customers was very much appreciated.

Commenting on the training session, Arturo Arauzo, Director of the Escuela Superior de Ingeniería Textil, said: "The visit and the technology presentations of the well-known German machinery companies were very well received by our stu-

dents and by the staff. We see this visit as the beginning of a partnership between our institute and the German textile machinery industry."

In the US and Mexico, the VDMA member companies presented their latest production technologies from spinning to dyeing and finishing. Major topics addressed were digitalization of the textile and textile machinery industry (Industria 4.0 / industrial internet), higher efficiency and profitability, energy, water and material savings, new applications with growth potential, such as composites and nonwovens, higher quality with measurement, control and testing devices, technical training centres.

In 2018, the VDMA Textile Machinery Association will be supporting sales and marketing of the member companies through trade fairs (German pavilions), own technical conferences & B2B as well as official trade missions in the following countries: Indonesia, India, USA, Belarus, Brazil, Uzbekistan, Iran, China, Egypt. ♦