

PRESS RELEASE



Yarns • Apparel Fabrics • Denims • Accessories
South Asia's Premier Sourcing Fair

16 17 18 November
2016

Colombo, Sri Lanka

Sri Lanka Exhibition & Convention Centre

www.intexfair.com

Sri Lanka – Gateway to South Asia & International Markets

The dynamics of the global garment and apparel industry have changed considerably in the last decade. The industry is shifting from China, the world's largest clothing exporter, towards emerging regions like South and South East Asia and other developing markets. Increasing wages in China have led international brands to focus their energies on, and seek alternatives in countries like Bangladesh, India, Pakistan and Sri Lanka.

Sri Lanka, therefore, has high potential and all the advantages to be developed as the economic hub of South Asia. Sri Lanka is situated at a nerve centre for shipping with 24% of the world container traffic from East to West moving through the Colombo port area. Ships to Pakistan, India and Bangladesh also go through the Colombo port and the tax free Hambantota Port could become a hub to focus on the South Asian market and also the rest of Asia.

Sri Lanka's excellent design-to-delivery solution means that the design, manufacturing and logistics are all carried out in Sri Lanka. The country has also created excellent international goodwill due to its speed and productivity in the fast fashion landscape.

Sri Lanka's apparel exports contribute around 60% of total exports to the EU. The EU, with its 28 countries has a population of 500 million people with high purchasing power and hence, if the GSP plus is awarded to Sri Lanka, the apparel and textiles sector will grow tremendously.

Sri Lanka's reputation as an ethical garment centre is another huge advantage with higher-end brands including Victoria Secrets, Nike, Gap, Marks & Spencer and Ralph Lauren manufacturing here.

Understanding the growing importance and potential of this region Intex South Asia was created. It is the only international sourcing textile show in the region connecting global exhibitors from India, Pakistan, Bangladesh, Sri Lanka, China, Korea, Taiwan, Hong Kong, and more to buyers from across the South Asia region and other international markets. Thus aptly positioned as the gateway to South Asian markets.

The potential for intra-regional trade is tremendous and is a critical gap that needed to be filled. Intex was created with the sole purpose of growing South Asian industry by bringing together suppliers from across South Asia, South East Asia and rest of the world on one single platform. Currently, Intex is the only platform in South Asia promoting intra-regional trade.

The inaugural edition of Intex South Asia in 2015 saw a big bang opening, being inaugurated by Hon'ble Sujeewa Senasinghe, State Minister of Development Strategies & International Trade in the presence of Mr. Arindam Bagchi, Deputy High Commissioner of India and Ms. Indira Malwatte, Chairperson & CEO, EDB along with Presidents and Chairpersons of leading trade bodies from Sri Lanka and other countries.

The specialised zones at Intex like Denim World (showcasing exclusive zone showcasing denim yarns, fabrics, accessories and washes); Trends Zone (forecasting latest trends and designs) and Innovation Zone (exhibiting latest



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innovations in textiles as well as services) provide a focused approach, assisting buyer and exhibitor interaction.

Why is the world interested in South Asia? South Asia is the fastest growing region in the world – its economy expanding by 6% in 2015 & 6.4% in 2016 with the largest youth population in the world. At the same time, South Asia manufactures 80% of the world’s brands, is considered the next garmenting hub of the world and is recognized as one of the best manufacturing, sourcing and distribution destinations for garments, textiles, accessories and finished products. India, Bangladesh, Sri Lanka & Pakistan together exported garments worth US\$ 49 billion in 2014-15 and are expected to reach US\$ 84 billion by 2020.

The world is taking notice but the connections and networking are missing links which need to be connected right away. Intex South Asia bridges the gap and converges buyers and suppliers on one networking platform. It is the first fair in South Asia specifically designed to synergise the garmenting needs of international brands with the manufacturing strength of South Asia satisfying both exports and large domestic markets.

For Intex South Asia 2015, Ms. Indira Malwatte, Chairperson & Chief Executive, Sri Lanka Export Development Board (EDB) said, “Intex South Asia will create a unique opportunity to connect and source. The event will facilitate Sri Lankan apparel manufacturers to source their fabric and accessory requirement under one platform.”

Similarly, Mr. Azeem Ismail, Chairman, Joint Apparel Association Forum (JAAF) stated, “Sri Lankan exhibitors will get direct benefits of being able to access and interact with buyers from other countries on one single platform.”

While Mr. Saif Jafferjee, Chairman, Sri Lanka Apparel Exporters Association (SLAEA) said, “Intex will surely be an ideal chance for large and small scale companies to gain exposure. Intex will facilitate and strengthen business partnerships and create a positive platform for future business.”

We invite you to visit and experience Intex South Asia 2016, the only international textile sourcing show in South Asia region and the only platform giving you in depth, on ground insights to help you penetrate and develop the vast South Asian market.

Organiser



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