

Stephen Combes, President of CEMATEX, said, "We would like to acknowledge and support the important work done by the research centres and institutions of higher learning so that the industry can continually move forward. We are delighted to have been able to offer a 60th anniversary grant to R&E organisations, which has enabled more institutes to participate in ITMA. In fact, the pavilion has increased by 50 per cent in size from the last ITMA event in 2007."

CEMATEX will be awarding grants to all the participants in the pavilion. The grant is part of the celebratory effort by ITMA to commemorate six decades of successful staging of the exhibition series. Participants will showcase their projects, capabilities and programmes at their booths.

At the same time, a total of 24 abstracts have been approved for presentation at the R&E Speakers Platform. The presentations on process technology and textiles and R&D will be held from 23 to 25 September.

## Chapter on fibres and yarns

As part of its ongoing efforts to serve the changing needs of global players, ITMA will feature a brand new chapter on fibres and yarns. Covered in the chapter are natural, man-made and technical fibres, and

natural, synthetic and technical yarns. With the inclusion of this new profile, ITMA 2011 exhibits will now be classified into 18 separate chapters, including spinning, winding and texturing, nonwovens production, weaving, knitting and hosiery, garment making and textile processing, embroidery and braiding, dyeing, printing and finishing, dyestuffs and chemicals, testing, recycling, logistics, software and research and education.

Stephen R. Combes, said, "With the business environment becoming more competitive and complex, buyers now prefer platforms that offer innovative, one-stop solutions for their total sourcing requirements. Many of our visitors are leading manufacturers who are constantly exploring options to improve their productivity and to respond more quickly to customer demands. Some of their solutions include integrating the upstream and downstream processes, as well as adding value to their product and service offers".

"Similarly, as an established industry exhibition, ITMA is also constantly looking at ways to be more customer-focused. In fact, over the last few months, we have received several requests from leading fibre manufacturers as well as from visitors to our shows asking us to include fibres and yarns in our product index." □

## Global growth key to future manufacturing, says top economist

THE HEALTH OF manufacturing, both in the textile industry and beyond, will be largely affected by global growth, according to Barry Eichengreen, professor of Economics and Political Science at the University of California, Berkeley.

"The central challenges for global growth in the next five years are unresolved debt problems in the US, Europe and Japan and the possibility of a sharp growth slowdown in China," said Professor Eichengreen.

One of the world's most eminent economists, Professor Eichengreen argues that whilst some suggest financial growth may shift from Asian markets to the West, global investment should not be understood in terms of a zero-sum game.

"There's no reason why Asia can't maintain current rates of investment, assuming it avoids inflation and financial problems, while at the same time the West can invest more, assuming that we get a handle our debt and deficit problems."

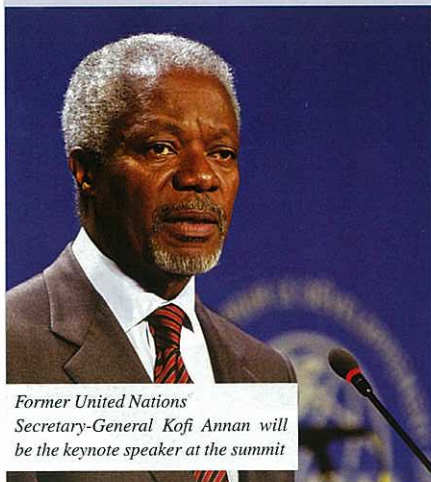
Professor Eichengreen will be discussing the global industrial landscape at the inaugural ITMA-ITMF World Textile Summit, in particular focusing on competition between advanced countries and emerging markets. As one of the Summit's keynote speakers, he will deliver insights into the future of the global economy and the industrial prospects of its major players.

The one-day Summit offers a line-up of eminent speakers, covering a range of topics strategically vital to the future of the world's textile enterprises.

"Textiles and apparel may be the world's most globalised industry. Only through a summit like this can one truly see the extent to which this is true," said Professor Eichengreen.

The ITMA-ITMF World Textile Summit ([www.worldtextilesummit.com](http://www.worldtextilesummit.com)) will take place on September 21 at the Hotel Rey Juan Carlos I in Barcelona, one day ahead of the opening of the ITMA 2011 textile and garment machinery show in the same city.

Former United Nations Secretary-General Kofi Annan will be the keynote speaker at the summit. Having championed the importance of economic, social and environmental sustainability throughout his career at the UN, Mr Annan is now an advocate for the Global Compact –challenging business to take the initiative in sustainable development. As a speaker, he reiterates the responsibility of businesses and individuals to address environmental challenges; to undertake initiatives to promote greater environmental responsibility; to protect human rights and to encourage the development and transfer of environmentally sustainable technologies.



Former United Nations Secretary-General Kofi Annan will be the keynote speaker at the summit

## Madeira to exhibit wide range of threads and accessories

FREIBURG-BASED EMBROIDERY THREAD expert Madeira will exhibit its wide range of threads, stabilizers and accessories at ITMA 2011.



Decorative seams with special effect threads from Madeira

Madeira will also illustrate examples of some of the most creative embroidered designs, apart from showcasing decorative seams which will be exhibited in newly designed presentation books at the event.

Reiner Knochel, from Madeira's Product Marketing department said, "The additional benefits created through these synergies breathe new life into the industry and help every member of the textile chain to decisively improve the quality of their products."

"Because embroidery thread is considered simply a replaceable accessory, decision-makers often lack specialist knowledge. They outsource production and leave decisions to the producers. More often than not, this choice impairs the quality of the clothing. Many brands have become aware of this problem and are looking for experienced international partners, such as Madeira, to once again add more quality, innovation and diversification to their image."

Visit Madeira at ITMA, Booth C102, Hall 5



## Clothing retail demand in Saudi, Brazil and Turkey set for strong growth

CLOTHING RETAIL DEMAND in Saudi Arabia, Brazil and Turkey will grow strongly between 2010 and 2015, according to a report, Trade and trade policy: clothing imports, retail demand and trends in five key emerging markets, published recently by the business information company Textiles Intelligence.

The report also predicts that growth will be rapid in a number of smaller emerging markets—including South Africa, Colombia, Peru, Poland and Thailand.

Retail demand in Saudi Arabia is set to grow by over 12 per cent per annum between 2010 and 2015, making this one of the fastest growing major markets behind China.

In Turkey, retail demand for clothing is forecast to grow by 11 per cent per annum between 2010 and 2015, making the country one of the largest markets in Europe by the end of this period.

Several international brands have entered the Turkish market in recent years, hoping to take advantage of the country's growing, young and fashion-conscious population. Furthermore, a number of international brands, such as Gap, Adidas and Nike, are shifting a significant portion of their production from China to

Turkey because of reported price instabilities in China.

Such companies hope to gain not only from Turkey's growing domestic market but also from the closer proximity of Turkey to the EU market. Closer proximity has a number of advantages, including cheaper and quicker transportation, which enables a manufacturer to deliver in less time following receipt of a customer's order. Suppliers in close proximity are also in a better position to fulfill replenishment orders placed by retailers after they have had chance to assess how well a product line is selling.

In Brazil, retail demand for clothing is forecast to grow by seven per cent per annum between 2010 and 2015. As a result, demand will be stronger than in France and Germany and on a par with Japan by the end of this period.

Brazil's domestic market has opened up massively to international brands in recent years and, not surprisingly, several international retailers have set up operations in the country in order to take advantage of its fast growing economy.

This has spurred the Brazilian textile industry to

spend US\$13 billion on modernisation with the aim of improving quality and competitiveness and adding value to its products.

Also, Brazil continues to be one of the largest clothing producers in the world. Nevertheless, demand will continue to outstrip supply over the coming years and imports will rise.

Significantly, several international brands—including Adidas, Gap, Jaeger, Nike and New Look—have begun to take advantage of the growth opportunities in Saudi Arabia by setting up operations in the country through distribution agreements and by opening stores with the help of franchise partners and strategic partners.

China is one of a select group of countries where clothing retail demand increased in 2009.

In fact, demand rose by over 15 per cent during the year, and is estimated to have risen by 17 per cent in 2010. Furthermore, growth will be even faster between 2010 and 2015 at over 20 per cent per annum.

In the USA, however, clothing retail demand is expected to grow by only three per cent per annum between 2010 and 2015. If these rates continue, clothing retail demand in China will be worth more than that in the USA by 2017.

**FINE ART MADEIRA**

**ITMA Barcelona**  
22-29. September 2011  
Hall 5/Booth C102

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