



## **Closing Report**

**Texmac India 2007**  
**Pragati Maidan**  
**New Delhi/India**

**17-20 January 2007**



## Successful launch of texmac India 2007 in New Delhi

The premiere of texmac India, which took place between 17 and 20 January 2007, fulfilled the organisers' expectations in every respect. The idea of launching a textile machinery trade fair of international standard in India was very well received by exhibitors and visitors alike. In total around 200 exhibitors from 14 countries (comprising approximately 60 Indian and 140 international companies) used texmac India 2007 as a platform for entering the growth market of India and further expanding their business contacts.

Taking place in parallel with texmac India 2007 was Atexcon – Asian Textile Conference 2007, an annual forum for exchanging ideas and coordinating business activities in the textile industry. Atexcon is organised by CITI – Confederation of Indian Textile Industry, which is also an official supporter of texmac India. Further information on the individual themes at Atexcon can be found on the Internet, at [www.atexcon.com](http://www.atexcon.com).

The overwhelmingly positive rating for texmac India 2007 by both exhibitors and visitors was confirmation of the strategy of the organisers to expand texmac India in New Delhi as an important trading and information platform in the sector. The second event will be held in 2009. The precise dates are currently being agreed with the Indian and international trade associations and the exhibitors.

## Organisers and sponsors

texmac India was organised in a cooperation between IMAG – Internationaler Messe- und Ausstellungsdiensdt GmbH, Munich, and Fair Design India (FDI), New Delhi, a member of the Indian Meroform Group.

The event is supported by a range of respected national and international partners, including:

- **ACIMIT** Italian Textile Machinery Manufacturers' Association
- **BTMA** British Textile Machinery Association
- **IGCC** Indo-German Chamber of Commerce
  
- **ITPO** India Trade Promotion Organisation, licensor of the event
  
- **CITI** Confederation of Indian Textile Industry (16 member associations):
  - \*The Southern India Mills Association, Coimbatore
  - \*The Millowners Association, Mumbai
  - \*Ahmedabad Textile Mills Association, Ahmedabad
  - \*Northern India Textile Mills Association, Kolkata
  - \*Saurashtra Textile Mills Association, Morbi
  - \*The Rajasthan Textile Mills Association, Jaipur
  - \*Federation of Gujarat Industries, Vadodara
  - \*The Madhya Pradesh Textile Mills Association, Indore
  - \*Maharashtra Mofussil Association, Nagpur
  - \*The Employers' Association of Northern India, Kanpur
  - \*The Upper India Chamber of Commerce, Kanpur
  - \* Indian Spinners Association, Mumbai
  - \* Tirupur Exporters Association, Tirupur
  - \* Federation of Indian Textile Engineering Industry, Mumbai
  - \* Indian Woollen Mills Federation, Mumbai
  - \* Powerloom Development & Export Promotion Council, Mumbai
  
- **TIFAC** Technology Information, Forecasting & Assessment

### **Media partners**

- The Economic Times
- The Indian Textile Journal
- Textile Excellence
- The Textile Magazine
- Modern Textiles
- Tecoya Trend
- World Communion
- Textile Trends
- Bharat Textile.Com
- Melliand International
- International Textile Monitor
- Textile World Publications
- Business Standard

### **Press conference**

The press conference took place on 16.01.2007 at 12 midday at the Pragati Maidan Exhibition Centre, within the press club at texmac India 2007. Attended by over 25 representatives of respected publications and publishing houses, the conference was very well received. The press conference was a joint event, put on by the organisers of texmac India and Atexcon. It was also an opportunity for the organisers to present information on new products from exhibitors at texmac India 2007. A chance for further information exchange came at the lunch hosted after the conference in the 'German Club' at texmac India 2007.

On 18.01.2007, at 12 midday, another press conference was held in the same press club, on the subject of ITMA 2007 in Munich.

### **Official opening ceremony**

The trade fair was officially opened on 17.01.2007 at 10 a.m., in the foyer of Hall 11, by:

- Mr Shri Mangat Sindahl (Minister of Industries, Labour, Employment, Election and Land & Building – Government of NCT of Delhi)
- Dr Rajaram Jaipura, CMD Ginni Filaments Ltd. and Chairman Organising Committee Atexcon and past president of CITI (Confederation of Indian Industries)
- Dr Bernd Mützelburg, German Ambassador in New Delhi
- Mr Harald Müller, Chairman & CEO, IMAG
- Mr Binu Nauu, CMD Fair Design India
- Presenter: Mr Ajay Singha, DDG, Indo-German Chamber of Commerce, New Delhi

At the end of the ceremony, marked by the lighting of a lamp, there was an extended tour of the trade fair, visiting many Indian and international companies at their stands. Both the government minister and the German ambassador were impressed by the size and the range on display at this premiere event.

### **Opening times and visitor registration**

The event was open each day from 10 a.m. to 6 p.m. Entry to the event was free of charge, upon presentation of a completed registration form and a business card, as part of the obligatory trade-visitor registration procedures.

## Visitors

Over the four days of the trade fair, a total of 5,717 visitors were registered, plus 245 students from various institutions who had registered in advance through their institute or university departments and therefore were not required to register again at the fair itself. This brought the total number of visitors to this first texmac India to **5,962**.

Visitor frequency on the individual days of the fair was as follows:

Wednesday,	17 January 2007:	1,150 visitors
Thursday,	18 January 2007:	1,343 visitors
Friday,	19 January 2007:	1,584 visitors
Saturday,	20 January 2007:	1,640 visitors

Total: 5,717 visitors

Plus pre-registered students: 245

**Grand total** 5,962 visitors

The final analysis of visitor registration, giving details of country or region of origin, is not yet available. However, the survey of exhibitors did reveal that our increased visitor-acquisition measures had had an effect not only in the south of the country, but also in the neighbouring states. Many visitors from Pakistan and Bangladesh, for example, were welcomed at the exhibitors' stands, as well as individual visitors from Turkey and Iran.

The high quality of the trade visitors was noticeable – managing directors, decision-makers and highly qualified engineers negotiated numerous contracts directly at the fair. The exhibiting firms were also pleased with the visit from the high-ranking Atexcon delegates.

The large majority of the exhibitors were very satisfied with the business deals they were able to conclude during the fair, and with post-fair prospects. Three-quarters of the exhibiting companies expect to conclude business deals in the follow-on to the fair.

## Receptions

On 18 January 2007 at 7 p.m. the organisers of texmac India 2007 and Atexcon 2007 put on a reception for exhibitors and for the conference at the Grand Hotel Intercontinental. In total over 400 guests came along to this evening event.

## Exhibitors

In total **196** exhibitors took part in texmac India 2007. China, Italy, Germany, Great Britain and Korea were all represented at national pavilions of exhibitors.

- China: 52 exhibitors
- Germany: 19 exhibitors
- GB: 6 exhibitors
- India: 62 exhibitors
- Italy: 31 exhibitors
- Korea: 14 exhibitors
- Other: 12 exhibitors

A total of **14** countries were represented at texmac India 2007, either in the form of direct exhibitors, or as co-exhibitors. These countries were:



China, Czech Republic, Germany, Great Britain, France, Hong Kong, India, Italy, Japan, Korea, New Zealand, Switzerland, Taiwan and the USA.

In the exhibitors' survey the large majority of firms confirmed that they were very satisfied with the overall look of the event and the service provided by the organisers.

### **Testimonials Texmac India 2007**

Kunshan Kaigong Machinery Co. Ltd, Jiangsu/China  
Mr Su Shanzhen, Chairman:

"India is the most promising market for our company. Texmac India has shown this. We have experienced a very high quality of visitors and met mainly decision-makers instead of technical people."

Trützschler GmbH & Co. KG Textilmaschinenfabrik, Mönchengladbach, Germany  
Hermann Selker (Dipl.-Ing.), Head of Marketing:

"Visitor quality at Texmac India 2007 was very good, even the 'top shots' of the Indian textile industry were represented among the customers. At Texmac India 2007 many new projects were discussed with us, and this is certain to result in new contracts. We are awaiting good follow-up business from the fair."

SMIT Spa, Schio, Italy  
Mr Gianluigi Sora, Sales Manager:

"The many customer contacts at Texmac India 2007 were a very positive experience and we are looking forward to the new opportunities, especially also with our new clients."

VOLTAS LIMITED, representing company Oskar DILO Maschinenfabrik KG, Eberbach, Germany  
Mr Yogesh Garg, Sales Manager, Textile Machinery Division:

"Texmac India is a very well organised show with very nicely done booths, very efficient staff and very good technical organisation. Personal attention is given by the organisers and the requirements of the exhibitors are understood."

MATEX India Private Limited, Delhi, India  
Mr B.M. Bindal, Director:

"We are extremely satisfied with the show. It is very well organised and the quality of visitors was very good. We would like to look at a bigger participation at the next Texmac India."