

## press release

### **Press Release no. 1**

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### **Second texmac India will take place in 2011**

- **Trade fair for textile machines in Mumbai**
- **Auspicious new start from 16 to 19 March 2011 with accompanying Asian Textile Conference - ATEXCON**
- **Springboard for international exhibitors in the post-crisis Indian growth market**

After a clear upswing by the Indian textile industry, the time has come to stage another edition of texmac India. Following its successful premiere in New Delhi in January 2007 it will now take place for the second time in spring 2011. The event has been relocated to Mumbai, India's financial and economic centre and home of the Indian textile industry. India has recovered incredibly well from the recession, and a remarkable upwards trend can already be seen in the textile industry, which holds a key position in India. As a result the organisers are noticing a steady interest in the Indian growth market on the part of international companies and are reacting by organising the second texmac India in Mumbai.

The date has been set – 16 to 19 March 2011. Hall I at the Bombay Exhibition Centre (BEC) in Mumbai, which is large and fully air-conditioned with modern facilities and communications, has been hired for the event. Both organisers, IMAG – Internationale Messe- und Ausstellungsdiens, a subsidiary of Messe München that organizes trade fairs abroad, and FDI – Fair Design India – guarantee a presentation of an international level and standard for the global textile machine industry. As at the first event, ATEXCON – Asian Textile Conference – will take place at the same time as the fair. The organiser of the conference is CITI – Confederation of Indian Textile



Industry – with its 27 member associations throughout India. This will ensure that the decision-makers for all the leading textile manufacturers in India and its bordering countries will once again visit texmac India.

texmac India 2011 is already receiving support from leading European associations such as VDMA (*Verband Deutscher Maschinen- und Anlagenbau*), Germany's engineering federation, and ACIMIT/Italy, and, as with the first event, numerous other international associations are very interested. texmac India is also looking to forge good links with its neighbouring states. In 2007 many trade visitors were registered from Pakistan in particular, and so the advertising campaigns for 2011 will be intensified for this region.

200 exhibitors and 6,000 visitors came to the first texmac India in 2007. The complete range of products for textile machine manufacturers, plus accessories and spare parts, was on display. Pavilions were taken by Germany, Italy, Great Britain, Turkey, Korea and China. Exhibitors were highly satisfied; the ambience and organisation met with great approval, especially on account of the many highly-qualified trade visitors. The premiere of texmac India won over its public and so is in an extremely good position for the second fair. Due to this positive response, the organisers are expecting an even greater response for the second event in Mumbai.

India is the world's biggest market for textile machines and accessories after China. The textile industry's key position in Indian industry as a whole is unchanged at 14% and makes up 30% of its exports. Thirty-five million people depend directly on this branch of the economy. India's textile economy is still benefiting from the state funding programme TUFSS (Technology Upgradation Fund Scheme), which has been extended to 2012. Consequently the Indian textile sector is very interested in making investments before the expiry date.

Indian's economy as a whole is showing remarkable resilience during the ongoing global recession. This is proved by a healthy growth in the GDP of 6.5% in 2008 and 2009, with growth of 6.3% expected in 2010.



texmac India is being organised by IMAG München together with its Indian co-organiser FDI – Fair Design India Ltd. FDI is a member of a corporate group for exhibition services and has specialised for years in consultancy, organisation and staging international exhibitions and events throughout India.

IMAG – Internationaler Messe- und Ausstellungsdienst GmbH, a subsidiary of Messe München, has been active in the Indian market since 1962. It is currently organising five events per year in India out of a total of fifty or so in twenty countries all over the world.

Further information: [www.texmacfairs.com](http://www.texmacfairs.com)

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