



INDIAN CHAMBER OF COMMERCE

Supported by



Department of Commerce
Ministry of Commerce & Industry
Government of India

Reverse Buyer Seller
meet and exhibition
TEXTILE, APPAREL, FASHION, HOME-TEXTILES, YARN



Overview

The Indian textile industry exhibits the rich cultural heritage of India with a wide variety of fabrics, techniques and hues that reflect the diverse set of people and traditions across the country.

One of the oldest industries in India, it covers an extensive spectrum of segments, from hand woven/hand-spun, unorganised segment on one end to the capital and technology intensive organised segment on the other. India is the largest producer of jute in the world and is the second largest producer of silk and cotton globally.

The textile sector in India accounts for 10% of the country's manufacturing production, 5% of India's GDP. India earns about 27% of its total foreign exchange through textile exports and 13% of India's exports earnings. India textile industry is also the largest in the country in terms of employment generation.

Indian textile industry largely depends upon the textile manufacturing and export and aspires to achieve 20% growth in exports over the next decade.. Efforts are being made to restore glory of cottage based traditional sectors like handlooms, handicrafts, jute and wool through an integrated approach covering the entire value chain. India has overtaken Italy, Germany and Bangladesh to emerge as the world's largest textile exporter. Taking innovative measures in partnership with the industry and learning from experience.

Innovation in the global apparel value chain is primarily associated with the shift from assembly to full-package production. Full-package production changes fundamentally the relationship between buyer and supplier giving more autonomy to the supplying firm and creating more possibilities for innovation and learning.



Buyers invited from

Middle – East
Large African countries
Latin American countries
South East Asian countries
Bangladesh
Sri Lanka
Australia

Focus Sectors

Apparel | Handloom |
Powerloom | Hosiery |
Cotton | Jute | Silk | Yarn |
Readymade Garments |
Technical Textile | Prints
| Lace | Embroidery |
Accessories | Machinery |
Home Textiles

Proposed Activities

- First ever dedicated initiative for the textile sector in Kolkata with a thrust on contemporary designing
- Generate business enquiries and partnerships
- Stimulate sourcing and discovery of new supply chain partners
- Participation by leading suppliers, brands, buyers and media
- Showcasing of textile, handloom, woven, silk, cotton, jute etc. combined with fashion events, workshops
- Display of works of artists and designers
- Theme pavillons depicting the various forms and glory of Indian textiles

Opportunities

Vast textile production capacity
Large pool of skilled and cheap work force
Entrepreneurial skills
Efficient multi-fiber raw material manufacturing capacity
Large domestic market
Enormous export potential
Very low import content

- High footfall of visitors both international and local
- B2B meetings
- International standard conference
- Aggressive promotional opportunities via social media avenues
- Venue branding

6th to 8th December 2019
Eco Park, New Town, Kolkata



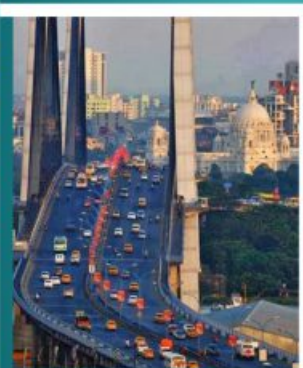
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Event Marketing and Promotion

Marketing and promoting the show amongst the prospective exhibitors, overseas buyers and Indian Volume Buyers for attending the show.

Marketing and promoting the technical sessions and generating participation of leading speakers on the subject and also participation of the target audience.

Kolkata, West Bengal

West Bengal has a long history and tradition in textiles. The sector provides employment, both directly and indirectly to a large number of people in the State. However, individual units apart, the State's textiles sector is now lagging behind other States like Karnataka, Gujarat, Tamil Nadu, Haryana, Maharashtra and Rajasthan. This is not to say that the State has lost the potential. The State has the potential to revive its textiles industry and be a major part of global value chain in this sector where global exports were worth \$706 billion and registered a growth of 17% in 2011, with Bangladesh registering a highest growth of 27%. Besides, developed countries have lost competitiveness in textiles industry and are trying to relocate their activities in developing countries like India which has large domestic market also.

Traditionally, Handlooms, Powerlooms, Hosiery, Jute and Silk are the major segments of West Bengal's textiles industry. Though late, but readymade garment segment has also got a good base in the State. It is estimated that more than 1.5 million people are employed by textiles industry in West Bengal. This is just the direct employment and there would be another half a million people dependent on this sector indirectly.

About Indian Chamber Of Commerce

Founded in 1925, Indian Chamber of Commerce is the leading and only national Chamber of Commerce operating from Kolkata, and one of the most pro-active and forward-looking chambers in the country today. Its membership spans some of the most prominent and major industrial groups in India. ICC's forte is its ability to anticipate the needs of the future, respond to challenges, and prepare the stakeholders in the economy to benefit from these changes and opportunities.

Set up by a group of pioneering industrialists, it closely associated with the Indian Freedom Movement, as the first organised voice of indigenous Indian Industry. Several of the distinguished Industry leaders in India have led the ICC as its President.

ICC is the only Chamber from India to win the first prize in World Chambers Competition in Quebec, Canada.

ICC has a very strong focus on economic research and policy issues – it regularly undertakes macro-economic surveys/ studies, prepares State Investment Climate Reports and Sector Reports, provides necessary policy inputs and budget recommendations to state and central governments.

The chamber headquartered in Kolkata, has offices in New Delhi, Mumbai, Guwahati, Bhubaneswar, Ranchi, Hyderabad, Agartala and Siliguri.

For more information and to participate, contact

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Indian Chamber of Commerce

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