

YARNEX - TEXINDIA 2014

Innovation, Product Range Impress Buyers

The recently concluded twin shows Yarnex- India International Yarn Exhibition and TexIndia - Textile Sourcing Fair at Tirupur, set new records this year with a record 3,424 visitors not only from even the remotest textile manufacturing and trade hubs of India, but also from countries as diverse as Brazil, China, France, Germany, Hong Kong, Japan, Mauritius, Morocco, Nigeria, Peru, Saudi Arabia, South Africa, Sri Lanka, Thailand, United Kingdom, United States of America, amongst others. This marked a 25 percent increase compared to the previous edition. On the exhibitors' side, nearly 115 suppliers from all over the country took part, besides a special overseas contingent from Italy, UK, Hong Kong and China displaying their latest and innovative products. The three-day event ran through September 9 – 11, 2014 at the India Knit Fair Complex in Tirupur.

"The increase in both exhibitor and visitor figures from all across the country and the world confirms that Yarnex and TexIndia have grown out of the regional context and these shows are the best platform to take advantage of the growing potential in this region," said Mr. P. Krishnamurthy, CEO and Executive Director, S S Textile Media Pvt Ltd, Bangalore, organizers of these events.

Exhibitors expressed immense satisfaction with the range of buyers who were present, a vast majority of them decision makers. "We participated at Yarnex five years ago; our customer base then was just two or three. Now it has grown to 120. Our sales have gone up from 10 – 15 tons a year to 50 tons now. Thanks to Yarnex. This is a great platform where manufacturers, dealers and buyers can sit together and take forward developing new products as a challenge. We got a lot of inquiries at this show with many for exports. I feel we are going to open a new line of business i.e. exports because of this show," said an elated Mr. Vipul Rastogi, Technical Director, Flora Dyeing House (P) Ltd, New Delhi.

For Maurizio Colzani, Export Sales, Linificio E Canapificio Nazionale S.R.L, Italy, is a newcomer to India and was quite satisfied with the visitors who came to his stall. "We are new in the Indian market having come here only a year ago. We produce linen yarn and we thought we'd participate in Yarnex to get in touch with the local companies. It has improved our penetration and contacts in the new market mainly with local knitters from in



and around Tirupur, as well as other parts of India. Even manufacturers of furnishings and home textiles, besides apparel fabrics manufacturers, visited our stall. India is a potentially growing market as far as Linen yarn is concerned and we look forward to developing it and establish a presence here through exhibitions like Yarnex."

"We have been attending this show the last four years and at each show we are able to capture more customers. The show also gives us an opportunity to meet buyers and understand their requirements. In turn, they also learn about our new launches

and what we have to offer. We are here with our top management in full force. When the senior management is present, it makes it easier to take the leads forward. We could meet around 300 buyers at this show, and even if we are able to do business with just 10 percent of them, it would be great. We hope to be here at Yarnex in a bigger way next year!", said Mr. Hardik Semlani, Regional Sales Manager, Trident Group, Ludhiana.