

F&A Show 2015 Positive business sentiment of 2014 to continue

The 2015 edition of the Fabrics & Accessories Trade Show (F&A Show), to be held from 12 to 14 March at the Trade Center, KTPO, Whitefield Bangalore, is brimming with opportunities for the textile value chain. As manufacturers of apparel fabrics and trims get ready to display their Spring/Summer 2016 product lines, trade visitors can expect to see innovation-driven products and trends for the season in question.

Taking off from the runaway success of F&A Show's 2014, marked by an upturn of sorts in the overall business environment and backed by a majority Government elected to the centre after two decades, justified hopes of brisk post show business. In fact, these expectations were actually exceeded over the three days of the Show.

Exhibitors reported unanimously on numerous concrete project inquiries, intense negotiations with trade visitors from throughout the world and a remarkable number of business deals, some of which were concluded instantaneously and quite a number of which were worth millions of rupees.

Need for variety in trims

The oft-repeated lament of trade visitors has been the lack of credible suppliers in the garment trims sector, which has been adequately addressed over the last couple of years. There is an increased participation not only from domestic suppliers but overseas companies too, especially from Hong Kong



Innovative fabrics for shirting and bottom weights attracted serious buyers.

and mainland China as well. More such companies have evinced interest in the Indian market and are confirming their participation in the 2015 edition of F&A Show.

Mr. Alok Raj, Director, Elegant Buttons (P) Ltd., manufacturers of shell buttons who is a regular exhibitor was pleased with the quality of buyers and a majority of the inquiries that hold great potential. The company recently introduced a new technology wherein shell buttons could be branded. This he said was the first of its kind in India.

Mr. K. Karnan, General Manager, VTM Limited, Madurai said, "we have attended a number of fairs like this, but by far this is really good. We got good number of inquiries right from buying houses to direct customers. Our range consisted cotton grey fabrics and bed linen which we are supplying to a lot of corporate customers. Once again I would say the response has been quite good."

Product development was at the forefront of the 2014 edition which was much appreciated by the trade visitors. Many customers are extending their capacities and are investing in new technologies to sharpen their global competitive edge. Similarly, zari and satin borders, laces and embroideries were a great draw with trade buyers from Sri Lanka and Thailand. "We got quality clients who evinced keen interest in our products. Much of this will materialize into concrete business," remarked Mr. Ansari Wasim, Manager – Marketing & Sales, Swiss Ribbons Pvt. Ltd.

The many innovative products and applications will premiere in F&A Show 2015 that will generate excitement within trade visitors. The innovations showcased in the previous edition were not just admired as many, very concrete negotiations were held and contracts were signed. This view was echoed and shared by the over 150 exhibitors throughout all areas of the show.



Accessories suppliers from China were a main draw at F&A 2014.