

The 7th CTAF Takes Off in Paris

By Tang Rong



(from left to right): Lin Yunfeng, Vice Chairman of CCPIT TEX; Zhang Yankai, Vice President of CNTAC; Wang Tiankai, President of CNTAC; Mr. Michael Scherpe, President of Messe Frankfurt France; Xu Yingxin, Executive Vice Chairman of CCPIT TEX; Li Binhong, Director of China Textiles Development Center (CTDC)

In the wake of European economic downturn, Chinese foreign trade and export business are confronting with grimmer challenge. From January to July 2012, the export volume of China's export to Europe decreased by 3.6%. Under such economic background, the 7th China Textile and Apparel Trade Fair (Paris), so called the Apparel Sourcing Paris (APP) was due to kick off at Le Bourget Exhibition Center from Sep 17th to 20th in Paris.

The CTAF fair, sponsored by China National Textile and Apparel Council (CNTAC), organized by the Sub-Council of Textile Industry, China Council for the Promotion of International Trade (CCPIT TEX), China National Garment Association and Messe Frankfurt French Subsidiary, the 7th China Textile and Apparel Trade Fair (CTAF), would be a feature section within Apparel Sourcing Paris.

"Facing the current social and economic status in global markets, Chinese domestic textile and apparel enterprises should further speed up industrial upgrading and transformation. What's more important is that they should find the suitable development mode for themselves, especially according to the market demand and their own situation," emphasized Wang Tiankai, president of CNTAC, "CTAF fair is the bridge connecting and strengthening the bilateral trade between Chinese and European textile and apparel industry. We should encourage more cultural and economic communication as well as exchanges of both sides."

The successful transfer of CTAF in 2011 meets well with the needs of both market and the whole industry, making the fair a significant place in bolstering up the industrial upgrading and linking tightly with the upstream and downstream of the whole industrial chain. The 7th CTAF show is met with enthusiastic response from 90 domestic export-oriented enterprises that feature men's wear, ladies' wear, knitwear, shirting, children and infants' wear, tailoring, ties, gloves, scarves and hats. Besides old comers from Jiangsu, Zhejiang provinces, the number of exhibitors coming from Fujian, Guangdong and An'hui provinces sees a remarkable rise.

The number of exhibitors boasting men's wear also witnesses an obvious increase, among whom are regular exhibitors like Beyond Garment, Mondiland Garment from Ningbo and Fomo Garments from Beijing. Their products feature high quality, good tailoring and best fabrics that guarantee them the select few in the European market and bring them steady clients. The second part of exhibitors boasts high-level of designing as well as Original Entrusted Manufacturing, whose products are highly appreciated by European buyers due to the lucrative value-added factors. Sankei deputizing the third part of exhibitors is a Japanese company based in Shanghai. Sankei is not only the original entrusted manufacturer for Burberry and Wacol but also nurturing its own brand. The remaining part of exhibitors, represented by Wuhu APEX, Nantong GAEA and Hangzhou Sigo, stuns the hall with fancy ladies' collections.

With the export situation reaching a point of extreme gravity, more and more enterprises and officials are raising awareness that the grimmer the environment is, the more active they should be. Dalang Town, the place

famous for wool knitting in China, jumps on the CTAF wagon this time by showcasing their regional image as a whole. The exhibitors involved in the Dalang delegation exert their efforts in designing and quality inspection, hoping to meet the needs of European buyers in all respect.

As the world goes globalized, the manufacturing session covering the relatively low-cost products in Chinese textile industry has been gradually superseded by the neighboring countries that make China and Southeast Asian countries a supplementary match in industry. Globalization makes the show more international. Besides 90 exhibitors from China, buyers meet with not only Chinese exhibitors but also manufacturers and trade agencies from Asia-pacific regions. More internationalized show helps to push Chinese exhibitor forward and draw great attentions.

In addition, a feature section with the Texworld, CTAF links the apparel with fabrics, offering buyers a "One-stop" sourcing opportunity as well as a cornucopia of trading, fashion and trend.



To make the show complete success, the organizer follows the standard of "To Be Practical" by strengthening the effort in buyer invitation, so as to guarantee rational proportion between exhibitors and visitors. Meanwhile, more considerate services from transportation, registration to negotiation are being offered to buyers and exhibitors.

According to the different needs of European market, the organizer optimizes the structure of exhibitors by increasing the ratio of artificial wool, hat, scarves and gloves as to make the show more diversified. Chinese people are good at manufacturing but inexperienced with showcasing. To handle with this issue, the organizer invites senior marketing consultant to help Chinese exhibitors with exhibit arrangement. To show how your booth is laid out is to show the attitude toward the buyers.

In order to play the role of two shows to the full, a professional trend release agency, called 2G2L, is to be invited to the hall. 2G2L has stunned people in 2012 Apparel Sourcing Show New York as well as Texworld New York. The involvement of 2G2L is to infuse the American elements into Europe which will be deemed as a big plus for exhibitors and buyers in designing and trading. ■

