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Department of Commerce
Ministry of Commerce and Industry
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EXHIBITION

REVERSE

BUYER SELLER MEET

TEXTILE | APPAREL | FASHION
HOMETEXTILES | YARN | JUTE

18th to 22nd October, 2019

Organised by



INDIAN CHAMBER OF COMMERCE



Indian Chamber of Commerce

BUYER SELLER MEET & EXHIBITION ON TEXTILE,
APPAREL, FASHION, HOMETEXTILES, YARN & JUTE

18TH TO 22ND

OCTOBER 2019 | KOLKATA

APPAREL | HANDLOOM | POWERLOOM | HOSIERY | COTTON | JUTE | SILK | YARN | READYMADE GARMENTS |
TECHNICAL TEXTILE | PRINTS LACE | EMBROIDERY | ACCESSORIES | MACHINERIES | HOME TEXTILES |



Overview:

The Indian textile industry exhibits rich cultural heritage of India with 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, unorganized segment on one end to capital and technology intensive organized 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. This sector offers tremendous employment opportunities for people, especially in the rural regions.

The textile sector in India country's manufacturing India earns about 27% of its total textile exports and 13% of India's industry is also the largest in the generation.

Indian textile industry largely manufacturing and export and exports over the next decade.. restore glory of cottage based handlooms, handicrafts, jute approach covering entire value Germany and Bangladesh to textile exporter. Taking

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.

In order to anticipate the likely trends, the showcasing of contemporary Indian textile designing, weaving etc. ICC has planned for a focused B2B Meeting-cum-Trade Expo on Textile, Apparel and Home Furnishings during 18-22 October at the Central Park Mela Ground in Salt Lake.



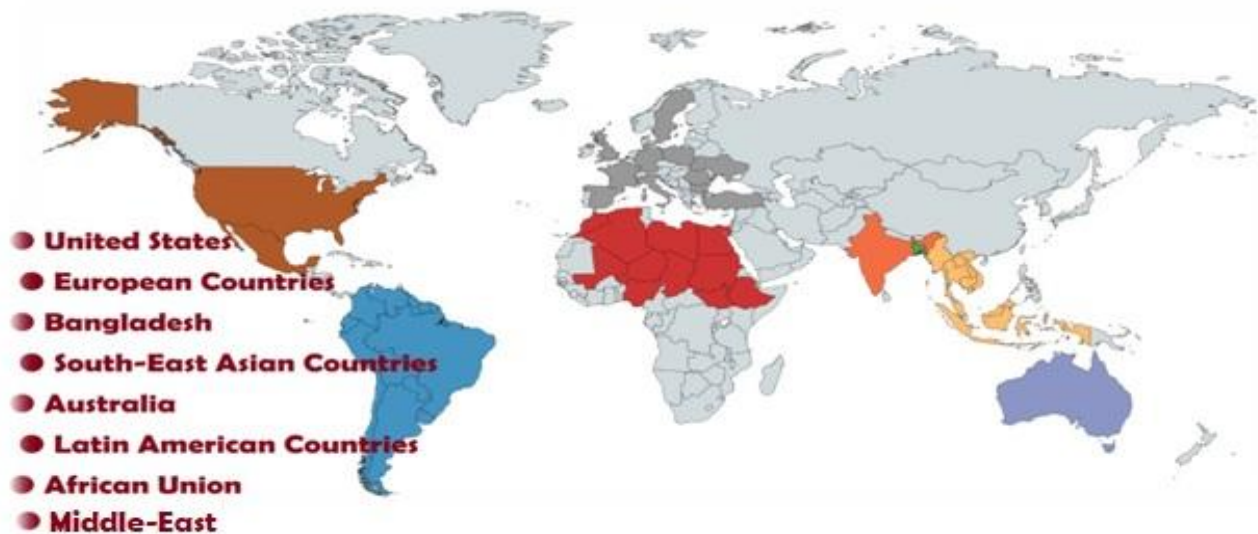
accounts for 10% of the production, 5% of India's GDP. foreign exchange through exports earnings. India textile country in terms of employment

depends upon the textile aspires to achieve 20% growth in Efforts are being made to traditional sectors like and wool through an integrated chain. India has overtaken Italy, emerge as the world's largest innovative measures in

Sectors involved in the B2B Meeting-cum-Expo:

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

Buyers are invited from Focus Countries:



Date and Venue:

18th to 22nd October 2019

At **CENTRAL PARK MELA GROUND, SALT LAKE**

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
- Verv low import content

Proposed activities to be undertaken:

- First ever dedicated initiative for the textile sector in Kolkata with a thrust on contemporary designing
- Generate high volume of business, enquiries and partnerships
- Stimulate sourcing and discovery of new supply chain partners
- Participation by leading suppliers, brands, buyers and Media's
- Showcasing of textile, handloom, woven, silk, cotton, jute etc. combined with fashion events, workshops
- Works of artists and designers will be on display
- Theme Pavilion presenting the depiction the various forms and glory of Indian Textiles
- High footfall of visitors both internationally and locally
- B2B meetings
- Conferences of international standard
- Aggressive promotional opportunities via social media avenues
- Venue branding
- To Link Textile Manufacturers to Global Supply Chain Concepts and Practices
- Idea and focus on latest technologies

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.

Location: 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 (ICC) 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 led by Mr G D Birla, the Indian Chamber of Commerce was closely associated with the Indian Freedom Movement, as the first organised voice of indigenous Indian Industry. Several of the distinguished industry leaders in India, such as Mr. B M Birla, Sir Ardeshir Dalal, Sir Badridas Goenka, Mr. S P Jain, Lala Karam Chand Thapar, Mr. Russi Mody, Mr. Ashok Jain, Mr. Sanjiv Goenka, have led the ICC as its President. Currently, Mr. Mayank Jalan is leading the Chamber as its President.

ICC is the only Chamber from India to win the first prize in World Chambers Competition in Quebec, Canada. ICC's North-East Initiative has gained a new momentum and dynamism over the last few years. ICC has a special focus upon India's trade & commerce relations with South & South-East Asian nations, in sync with India's 'Look East' Policy, and has played a key role in building synergies between India and her Asian neighbours through Trade & Business Delegation Exchanges, and large Investment Summits.

ICC also has a very strong focus upon Economic Research & Policy issues - it regularly undertakes Macro-economic Surveys/Studies, prepares State Investment Climate Reports and Sector Reports, provides necessary Policy Inputs & Budget Recommendations to Governments at State & Central levels. The Indian Chamber of Commerce headquartered in Kolkata, over the last few years has truly emerged as a national Chamber of repute, with full-fledged offices in New Delhi, Mumbai, Guwahati, Ranchi and Bhubaneswar & Hyderabad functioning efficiently, and building meaningful synergies among Industry and Government by addressing strategic issues of national significance.

