

AAMA-TEX 2010 features comprehensive exhibit profile of apparel and textile machinery for regional buyers

Singapore, May 2010 - With the global economy on its road to recovery and buyers' investment appetite returning, there has never been a better time for machinery manufacturers companies to showcase their products and demonstrate thought-leadership to their clients.

In the hub of Southeast Asia and close proximity to the Indian sub-continent, Singapore is the undisputed business destination and strategic hotspot where the buyers meet sellers. The Asia Apparel and Textile Machinery Exhibition (AAMA-TEX) is back for its eighth edition as the apparel and textile machinery focused platform that congregates the major industry stakeholders in the region.

Organised by the Sewing Machine Traders Association, Singapore (SMTAS) and the Textile & Fashion Federation, the established series of AAMA-TEX exhibitions dedicated to the garment and textile industry, will be held at the Sands Expo and Convention Centre, Marina Bay Sands, Singapore.

The event will showcase a more extensive range of textile machinery compared to previous editions, complementing its all-encompassing apparel machinery selection. The comprehensive exhibit profile includes machinery, systems, equipment, accessories and services used in the manufacturing of garments and textiles, with an emphasis on technologically efficient and environmentally sustainable exhibits.

Mr Benny Pua, Chairman of the AAMA-TEX 2010 Organising Committee, said, "The market is on a steady curve of recovery, and the key industry players are eager to be as aggressive, if not more; to push their products to potential and existing clients. Having gone through a slow and sluggish 2009, machinery manufacturers are doubling up their sales efforts to make up for lost time. We are very pleased to put together AAMA-TEX 2010, which is held at an opportune period, to provide this platform to both leading textile machinery manufacturers and buyers to assess the latest technological development, which is the most critical driver to sustainability in a highly competitive market "

With an extensive visitor promotion campaign, AAMA-TEX 2010 is targeting to attract some 5,000 visitors and global buyers. These include garment and textile manufacturers, distributors, importers, traders, consultants, designers as well and fabric and textile specifiers. The key visitor markets are ASEAN and South Asia textile and garment regions.

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The Indonesian Textile Association (API), revealed that the expected market situation in 2010 will improve, considering the economic recovery of developed countries will be more visible by mid-2010. The API expects the Indonesian textile and apparel exports to reach US\$10.66 billion in 2010, as global demand returns to normal.

The Thai Textile Manufacturing Association (TMA), reported that the Thai textile industry is rebounding with an export growth of 10-15% forecast for 2010. They revealed that the forecast is based on optimism gained through the region's expanding opportunity. TMA is also involved in the collaborative effort with the ASEAN Federation of Textile Industries (AFTEX) and the ASEAN Competitiveness Enhancement (ACE), to form the Source Asian Full Service Alliance (SAFSA), to enable the effective pairing of local manufacturers and buyers within the region and from around the world, promoting ASEAN's capacities and regional synergy to facilitate the needs of the global market.

On the positive outlook, Mr Ma Onn May, Director of Gimmill Industrial Pte Ltd commented, "There's been some investment interest in factories and production facilities in South Asia, especially Bangladesh. We are definitely looking at increasing our machinery order quota, and are looking forward to sourcing for new products. Trade exhibitions are always good platforms to start with."

Exhibitors who confirmed at AAMA-TEX 2010 include Yamato, Hashima, The Veit Group, Shing Ling, Focus Garment Tech, Ngai Shing, Macpi SpA, MAICA Srl, Sclavos, Singapore Machinery, Sprayway Singapore, Twin Star Singapore, United Texmac, VI.BE.MAC SpA, H.S. Machinery, Pfaff and AMS System Services.

Some of the key features of AAMA-TEX 2010 are:

- National and regional pavilions representing Singapore, Germany, Italy, Fujian, Calcutta, Ningbo, and Taiwan.
- The Global Buyers Summit is a complementary event organised by TaFf. This summit is designed for apparel manufacturers, retailers and merchandisers, to complete the entire value chain for the apparel and textile sector.
- Online business matching portal to assist exhibitors and visitors to pre-schedule appointments and culminate with face-to-face meetings at AAMA-TEX 2010.

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Mr Joel Lee, Project Director of AAMA-TEX 2010 added, "We have put in place a robust sales and marketing plan, and will be working closely with industry experts, partners and associations to ensure a strong take-up of exhibition space. With our move to the latest venue in town, Marina Bay Sands, we are confident that this will be a whole new experience for all AAMA-TEX participants."

AAMA-TEX 2010 has received strong support and endorsement from local government agencies such as International Enterprise Singapore and Singapore Exhibition and Convention Bureau, as well as from overseas trade agencies such as ASEAN Federation of Textile Industries (AFTEX), Bangladesh Garment Manufacturer Exporters Association (BGMEA), China Sewing Machine Association (CSMA), Clothing Manufacturers Association of India (CMAI), Egyptian Textile Development Association (ETDA), Guangdong Sewing Equipment Chamber of Commerce (GD Sewing), Tirupur Exporters Association (TEA), Textile Machinery Manufacturers Association, India (TMMA) and the Taipei Sewing Machine Association (TSMMA).

For more information, please visit www.aama-tex.com.

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