

AAMA-TEX

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NEWS

THE 8TH ASIA APPAREL AND TEXTILE MACHINERY EXHIBITION

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23 - 26 November 2010 | Sands Expo and Convention Centre, Marina Bay Sands, Singapore

AAMA-TEX 2010

The Premier Apparel and Textile Manufacturing Event in Asia

Gateway to Asia's most influential textile and apparel manufacturing houses

Support and endorsement from key government agencies and associations

Event Highlights

International Pavilions on Show Floor!

AAMA-TEX 2010 returns with an impressive show floor representation. Showcasing eight international pavilions, these are namely Singapore, Germany, Italy, Fujian, Calcutta, Ningbo, Taiwan and Guangdong.

These pavilions are organised by government organisations and trade associations who have come together to promote and lend their support for AAMA-TEX 2010.

Expect to see leading international brand names exhibiting their latest product technologies and services at AAMA-TEX 2010.

Business Matching Programme

Registered exhibitors and visitors can now use the Online Business Matching Portal to pre-schedule appointments and culminate with face-to-face meetings at AAMA-TEX 2010.

Global Buyers Summit

The Global Buyers Summit is an adjoining event organised by TaFF that will be held in conjunction with AAMA-TEX 2010. This summit is designed for apparel manufacturers, retailers and merchandisers. The inclusion of this important profile completes the entire value chain for the apparel and textile sector.

Exhibitors to nominate your Hosted Buyers!

Buyers at AAMA-TEX 2007 include:

- Arvind Mills Ltd
- Brandix Lanka Ltd
- Celebrity Fashions (P) Limited
- Comfortwear (Private) Ltd
- Esquel Mauritius Ltd
- Guangdong Esquel Textiles Co Ltd
- Misami Garments Limited
- Pen Apparel Sdn Bhd
- The Eastern Garment Manufacturing Co Sdn Bhd
- E H Turel and Company
- Unichela (Pvt) Ltd
- NHABE Garment Joint Stock Company

Contact aamatex@pemexhibition.com for more information.

Confirmed exhibitors include:

- AATPR Industry
- AMS System Services
- Ban Soon Sewing Machine
- Diamond Tools
- Focus Garment Tech
- H.S. Machinery
- How Yu Pte Ltd
- Kolowa Ventilation Co Ltd
- Krishna Lamicoat Pvt Ltd
- Laesser AG
- MAICA Srl
- NC Staflex Pte Ltd
- Ngai Shing Development Limited
- Ngai Shing New Horizon Co Ltd
- PFAFF Industrial Co Ltd
- Siliconi SpA
- Singapore Machinery
- Sprayway Singapore
- The Veit Group
- Twin Star Singapore Machinery
- United Texmac
- VI.BE.MAC SpA
- Yamato Singapore
- Yong Hwei Hsing Electric Industries Corp and more...

“There has 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.”

Mr Ma Onn May, Director
Gimmill Industrial Pte Ltd



Featured Exhibitors and Profiles

Focus Garment Tech Pte Ltd

Focus Garment Tech Pte Ltd is wholly owned by Chu Cheong Co Ltd with 40 years of experience in the garment equipment business.

We manage the following machine brands:

- Nisho Finishing/Sewing/Washing Machine and etc
- KM Cloth Cutting Machine
- Uzu Auto Placket/Fabric Inspection Machine and etc
- Unisun Thread Trimmer and Heat Transfer Machine
- Dino Strip Cutting Machine and etc
- Weda Belt Loop Cutting and Cutting Device
- Oshima Spreading Machine/Needle Detector/Fusing Machine
- Sicama Sewing Machine/Chain Cutter & Suction Device and etc
- Three King Automatic Tape/Label Cutting Machine
- Hashima Needle Detector/Fusing Machine and etc



Sprayway

Sprayway Singapore Pte Ltd is Sprayway Inc. (USA) sales and marketing office in Singapore. Our sales areas include Africa, Asia Pacific, Europe and Middle East. In which, we appoint Sprayway business partners to help develop Sprayway business development program together. The Pacific Regent Pte Ltd provides various types of Sprayway marketing materials such as spray tips, sales brochures, flyers, MSDS and organise exhibitions. In addition, we conduct professional product training and seminar as well as product demonstration locally and overseas together to improve Sprayway business. We have 100 various types of aerosol products, which can be combined, marketed by the importers and sold to the key industrial sales markets.



VI.BE.MAC SpA

Vibemac has become one of the best known companies focused in the segment of jeans and casual trousers. Vibemac produces a highly technologically advanced method of manufacture for the production of basic 5 pockets and fashion jeans in addition to, of course, the standard garment. Most of the parts that are used to manufacture the machines are made in Italy, or supplied from Japan for the programmable pocket setter, pocket decorative and fly piece units. Vibemac has the fastest, most flexible and long lasting sewing head in the market.



H.S. Machinery

Professional, Efficient, Innovative, Environmental Care

H.S. Machinery insists on professional efficiency, innovating customer values to grow together with our clients. We always pursue excellent designs, superior products and ensure that our service quality is of the best. We will continue to grow and dedicate our long-term research and investment in this field. All our products are designed for minimum energy consumption and RoHS compliance.



PFAFF Industrial Singapore Pte Ltd

Excellent product know-how and continuous innovation – that is what the PFAFF (Industrial) trademark has been known for in Kaiserslautern since 1862. From the development of the first sewing machine with thread-trimmer to the high-tech button sewing machine, the story of PFAFF's world innovations was always a recurring theme. In addition, the producer constantly sets new trends in the market and is so able to further expand its worldwide client network with "airtight solutions".



As an owner-managed company with an efficient, market-focused production as well as a customer-oriented and agile service distribution, PFAFF therefore has good reason to look optimistically towards the future and to continue writing "sewing history".

SILICONI COMMERCIALE SPA

SILICONI COMMERCIALE SPA is European's leader in manufacturing aerosols since 1957. We produce a full range of more than 150 aerosols for the garment industry (embroidery and sewing fields which includes adhesives spray, spot removers, lubricants sprays and protective sprays. The aim of the company is to produce "green chemicals products".

At AAMA-TEX 2010 Siliconi Commerciale will showcase its full range of adhesives sprays with different adhesivity levels and chlorinated free spot cleaner sprays.



Exhibit Opportunities

Participation Rates:

Bare / Raw Space (min 18 sqm)
S\$385 per sqm

Standard Shell Scheme (min 9 sqm)
S\$465 per sqm

The event that will help you:

- Boost your brand recognition and profile through a cost effective marketing campaign
- Target your message to your precise audience through an extensive direct mail, email, fax and advertising campaign
- Showcase your products, solutions and services within a highly targeted four-day exhibition

Secure your booth today!

Contact Details:

Jeanne Mok / Alyssa Ng
Email: sales@pemexhibition.com
or call +65 6393 0202 / 0237

Market Updates

Global textile scenario - The present statistics

The global textile market is worth more than \$400 billion at present. In a more liberalised environment, the industry is facing competition as well as opportunities. It is predicted that global textile production will grow up to 25% by the year 2010 and 50% by 2014. The world textile and apparel industry has gone into a phase of transformation since the elimination of quota in the year 2005. Many new competitors as well as consumers have entered the global market with immense capabilities and the desire to grow:

- It is expected that China will represent around 45% of global trade by 2010. In spite of its significant growth trend, China's rising costs and perceived risks are creating more opportunities for other low cost countries.
- It is also expected that India will represent around 20% of global trade by 2010. India is rapidly expanding its role with new capacity build-up in management control of textile trades through vertical integration. Vertically integrated companies are organised in a hierarchy and share a common owner. Usually each member of the hierarchy produces a different product or service. The products are combined to achieve a common goal. The advantage of vertical integration is that it avoids the hold-up problem.
- Pakistan, Vietnam, Cambodia and Bangladesh are relying on their low manufacturing costs due to cheap labour available there. Thus they are building up more capacity in textile manufacturing.

Source: Textile Exchange

Good chance to become a regional fashion hub

To remain competitive, operators in the ASEAN textile and clothing sectors must continue to reduce costs and seek markets in the entire Asian region, as well as traditional exports markets in the West. Meanwhile, US and European brand importers and retailers are recognising the need to move product development – as well as production – offshore.

ASEAN itself has the potential to become a significant global supplier of textiles and apparel under the ASEAN Free Trade Area. The countries of South East Asia – either individually or, better still, collectively – now have a chance to become a regional textile/garment and fashion hub.

The integration of ASEAN's textile and apparel supply chain is one of the priorities of the ASEAN Economic Community Blueprint. The Source ASEAN Full Service Alliance (SAFSA), for example, is trying to integrate a range of services for retailers and importers, such as fabric sourcing, pattern making, sample making and logistics, in addition to garment manufacture.

This project will require tighter co-operation among ASEAN countries in the textile and clothing sectors, which will not only help develop these industries but also reduce any weakness they have in competing with other regions worldwide.

Source: Textiles South East Asia

Stay tune for more market information in the next issue!

An update on TaFf's plans and initiatives in 2010

At TaFf's 2010 Lunar New Year celebration dinner graced by Patron Mrs Lim Hwee Hua, Minister of Prime Minister's Office and Second Minister for Finance and Transport, Mr Benny Pua, President of TaFf, announced the following plans and achievements.

TaFf with the partnership of Parco and the support of SPRING Singapore launched the Fashion Incubator, which aims to groom and showcase Singapore's next generation of fashion designers. A new fashion dimension, Asia Fashion Exchange (AFX), a joint initiative by IE Singapore, SPRING Singapore and Singapore Tourism Board, was conceptualised to bring the industry a step closer to the goal with initiatives in place to stimulate demands for local fashion brands locally and internationally, facilitate more business, as well as nurturing Asia's fashion talents. AFX will showcase events namely BLUEPRINT, Asia Fashion Summit, Audi Fashion Festival and Star Creation for the period of 27th April to 2nd May.



In April, TaFf will lead the industry members in ASEAN Fashion Plus, a collaborative showcase from the ASEAN countries, which will be held in conjunction with the Bangkok International Fashion Fair & Bangkok International Leather Fair.

This will be a platform for companies to network with the ASEAN counterparts and to explore potential business with regional buyers.

TaFf's training arm - TaF.tc, supported by the Workforce Development Agency, has established the Textile and Fashion Industry Competency Framework which has identified 58 key competencies required by our industry practitioners. TaF.tc offers a wide array of fashion-related courses from fashion design, retail buying, apparel merchandising to lean manufacturing. These courses are SPUR-funded which essentially means 90% course fees funding with absentee payroll subsidy. TaF.tc has since trained over 250 industry practitioners under the WSQ framework. The training programs are also offered in Cambodia, Indonesia, Malaysia and Vietnam.

TaF.tc is currently working with the London College of Fashion (LCF) on collaboration efforts to bring LCF's signature programs to Singapore.

Latest News


Asia Fashion Summit

Asia Fashion Summit, organised by Textile & Fashion Federation (Singapore) (TaFf), sets the pace for the apparel industry with leading-edge business and pivotal networking opportunities for the region's fashion professionals. Participate in this high-profile forum where company leaders and influential personalities from across all sectors of the fashion retail and apparel industry will converge.






"Asia Fashion Exchange is a joint initiative by the government, enhanced with support by established pioneers of the fashion industry. Asia Fashion Summit, as part of this movement, will provide the fashion industry with a new dimension for growth and development, competitive strengths and profitability."


Mr Benny Pua
President, TaFf (Singapore)



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twinstar.sin@twinstar-group.com
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AAMA-TEX 2010 will be held at the **Sands Expo and Convention Centre**

Marina Bay Sands - A luxurious world-class destination

Marina Bay Sands is located in the heart of Singapore's city center and a 20-minute ride from Singapore Changi Airport. Marina Bay Sands will combine world-class exhibition and meeting facilities, a luxury hotel capped by the Sands SkyPark, 200 meters above ground, world-class gaming, celebrity chef restaurants, Broadway musical The Lion King, museum and signature shopping in one landmark structure.



The Sands Expo and Convention Center, which totals more than 120,000 square meters, will feature flexible convention and exhibition space capable of accommodating approximately 2,000 exhibition booths, 250 meeting rooms and over 45,000 delegates and a grand ballroom of more than 8,000 square meters.

Supported by



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SEWING MACHINE TRADERS ASSOCIATION (SINGAPORE)

新加坡缝纫机械商会
17 Lorong, 25A Geylang, Singapore 388228
T (65) 6743 9113 F (65) 6743 0113
E smtas@smtas.org.sg W www.smtas.org.sg



TEXTILE & FASHION FEDERATION (SINGAPORE)

新加坡纺织服饰商会
2 Leng Kee Road, #02-09 Thye Hong Centre, Singapore 159086
T (65) 6735 8390 F (65) 6735 8409
E admin@taff.org.sg W www.taff.org.sg

Held in



Managed by



20 Kallang Avenue, Level 2
Pico Creative Centre,
Singapore 339411
T (65) 6393 0237 / 0202
F (65) 6392 3687
E aamatex@pemexhibition.com