

# AAMA-TEX

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# NEWS

THE 8TH ASIA APPAREL AND TEXTILE MACHINERY EXHIBITION

ISSUE 3 • JULY / AUGUST 2010

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

**AAMA-TEX 2010**



**Asia's foremost apparel and textile machinery industry showcase returns!**



Support and endorsement from key government agencies and associations



Integrating global buyers with the industry and providing an effective platform for global textile machinery manufacturers



## Chinese companies pledge support for AAMA-TEX 2010

### More than 80% of exhibit space sold!

On 28 May 2010, the AAMA-TEX 2010 Organising Committee organised an exhibitor promotion presentation in Taizhou, China. As part of the overall promotional efforts for the show, the committee members also visited other parts of China, such as Zhuji and Shanghai from 29 May to 1 June.

The exhibitor promotion presentation in Taizhou attained considerable success with a sizable turnout. It generated very positive responses from local textile and sewing machinery companies. AAMA-TEX 2010 is delighted to announce that leading Chinese machine manufacturers, such as Zhejiang New Fei Yue Co Ltd, Zhejiang Gemsy Sewing Machine Co Ltd, Zhejiang Dayang Sewing Machine Co Ltd and Zhejiang Shunfa Sewing Machine Co Ltd, have confirmed their participation.

The sales team is currently in talks with other major Chinese companies such as Zhejiang Li Jia Co Ltd and ZOJE Sewing Machine Co Ltd. A strong take-up rate of the exhibit space is expected!



From left to right: Mr Francis Ang, Twin Star Singapore Machinery; Mr Benny Pua and Mr Teo Kim Chuan, AAMA-TEX 2010 Organising Committee; and Mr Qiu Ji Bao, Zhejiang New Fei Yue Co Ltd



Participants at the exhibitor promotion presentation in Taizhou

Exhibitors include:

- AATPR Industry Co Ltd
- AMS System Services Pte Ltd
- Ban Soon Sewing Machine
- Diamond Tools
- Focus Garment Tech Pte Ltd
- Ghim Soon Machinery Pte Ltd
- Groz-Beckert Singapore Pte Ltd
- H.S. Machinery Co Ltd
- 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
- Schmetz Asia Pte Ltd
- Siliconi SpA
- Singapore Machinery Co Pte Ltd
- Sprayway Singapore Pte Ltd
- Strolux S.N.C
- The Veit Group
- Twin Star Singapore Machinery Pte Ltd
- United Texmac Pte Ltd
- VI.BE.MAC SpA
- Yamato Singapore Pte Ltd
- Yong Huei Hsing Electric Industries Corp
- Zhaoqing Shirferly Machinery Co Ltd
- Zhejiang New Fei Yue Co Ltd
- Zhejiang Gemsy Sewing Machine Co Ltd

and more...

# Featured exhibitor profiles

## AATPR Industry Co Ltd

As a manufacturer of garment machines, AATPR Industry understands the problems and obstacles in the industry. With more than 30 years of experience, it develops garment machinery by using modern technology under the brand name "UZU".



## Groz-Beckert

### History

Founded in 1852, the firms of Theodor Groz & Söhne, Ebingen and Ernst Beckert, and Chemnitz merged in 1937 to form the company known today as Groz-Beckert KG. To this very day, the company is family-owned.



### International Activities

The first joint foreign sales outlet was founded in the USA by the Groz and Beckert Companies as long ago as 1918. Groz-Beckert started to establish manufacturing units outside Germany as early as the 1950s, i.e. in Western Europe in 1954, North America in 1957 and Asia in 1960. The first production unit in Eastern Europe was added in 1993. Today, Groz-Beckert maintains production facilities in Germany, the Czech Republic, Portugal, India and China. An additional plant in Vietnam is near completion and will be operational by the end of the third quarter of 2010.

### Product Range

- Knitting machine parts (knitting and hosiery machine needles, system parts and cylinders, dials and knitting heads for circular knitting machines)
- Weaving machine parts (healds, heald frames, warp stop motions, drop wires, shedding systems and machines for weaving preparation)
- Felting machine parts, jet-strips for hydroentanglement, card clothing and board master system
- Tufting machine parts (Gauge parts tufting, modules, loopers, tufting knives and reed fingers)
- Sewing machine parts (sewing machine needles, shoe machine needles and needle holder system)

## How Yu Pte Ltd

Since 1981, How Yu has been supplying all kinds of garment accessories. In 1995, it set up an office in Ho Chi Minh City, Vietnam. It has also been supplying all kinds of polyester buttons since 1995.

Service and lead time are How Yu's utmost concerns. Contact How Yu in the following cities:

Singapore:

### HOW YU PTE LTD

200 Jalan Sultan #01-11  
Textile Centre Singapore 199018  
T: 65 62940407 (6 Lines)  
F: 65 62986395  
E: howyu@singnet.com.sg  
Person-in-charge: Miss Tay

Vietnam:

### LY MINH BUTTON CO., LTD

Lot B4/II, Road 2A, Vinh Loc IP  
Binh Hung Hoa B Ward  
Binh Tan Dist., Ho Chi Minh City, Vietnam  
T: 84 8 3765 5555  
F: 84 8 3764 5555  
E: m-button@hcm.fpt.vn  
W: www.m-button.com.vn  
Person-in-charge: Miss Loan



## NC Staflex Pte Ltd

La creation de l'image or fashion, as it is known in haute couture circles, depends on the creation of images and styles in garments and accessories. The final effect depends not only on the designers' flair, creativity, and the beautiful materials for crafting of the ideas and images but also on the inner support for the garments so that the tailored fabrics will hold the shape of the design. For this, STAFLEX was founded.



- 1951 **STAFLEX** pioneered Fusible Interlining
- 1968 **STAFLEX** received the Queens Award for Export Achievement
- 1969 **STAFLEX** received the Queens Award for Technological Innovation
- 1973 **STAFLEX** established a joint venture factory in Singapore
- 2010 **STAFLEX** proudly exports to 18 countries in the Asia-Pacific region from Singapore.

**STAFLEX - Reliability, Quality, Service**

## Twin Star Group

Singapore Twin Star Group was founded in 1985. With more than 20 years of professional research experience in garment machinery equipment, it is a modern and large-scale integration international group with scientific research, production and international trading put in place.

Some of its products include a Canadian intelligent hanger system, intelligent boxing transport system, computerised storage system, hanger transport system, datum tracing and timing system.

The Twin Star Group operates a research centre in Canada and a production facility in China. A kit and complete ISO certified system with whole machine manufacturing, quality control and after-sales service, the Group has also set up branches in China, Southeast Asia, South Asia and Middle East. Twin Star Group produces only high-quality products and provides good service, so as to get consistent rave reviews from clients.



## 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 audience in the four-day exhibition

**Secure your booth today!**

### Contact Details:

Joel Lee / Alyssa Ng

Email: sales@pemexhibition.com or call +65 6393 0218 / 0237

## What's New

### Sustainable Fashion Seminar

In the pursuit of renewable energy source, environmentally friendly production and higher labour standards, it is timely to increase the awareness and know-how for all parties to work towards a sustainable global apparel supply chain. TaFf, in collaboration with its industry partners will present and deliberate on what is sustainable fashion, which and how factories in the region have gone "green", why buyers are extending their social and environmental commitments, and the impact on quality, price and delivery. Trade agreements will continue to influence global trade and the green movement. Mr Thomas Travis, Attorney at Law of Sandler, Travis & Rosenberg, P.A. will present the developments of various trade agreements and free trade agreements that will have a major impact on the global production of textiles and apparel. Participate in the Sustainable Fashion Seminar from 22 to 24 November 2010!

### Golf tournament

AAMA-TEX 2010 will be organising a golf tournament on 26 November 2010. To be held at the Tanah Merah Country Club, avid golfers can enjoy the challenges that this premier golf course has to offer. It is the perfect setting to mix business with pleasure. Exciting prizes await those with winning golf shots!

### Other event highlights include:

- **Global Buyers Summit**
- **Exhibitors' Night**
- **International pavilions on show floor**
- **Online business matching programme**

## AAMA-TEX 2010 sponsored dinner for SAFSA Global Forum

On 3 and 4 June 2010, more than 80 people attended the inaugural SAFSA Global Forum, organised by the ASEAN Competitiveness Enhancement (ACE) Project and ASEAN Federation of Textile Industries (AFTEX) member, the Textile and Fashion Federation of Singapore (TaFf). The Forum had the financial support of the Singapore Ministry of Trade and the Economic Development Board. SAFSA is the Source ASEAN Full Service Alliance Program in which ASEAN textile and apparel factories across the region will team up to form "Virtual Vertical Factories" (VVF) to offer global buyers a one-stop shop for a full range of products and services. Eight leading fashion brands from Europe and the United States signed 23 memoranda of understanding with Southeast Asian suppliers at the event.

AAMA-TEX 2010 proudly sponsored the dinner for SAFSA Global Forum and the event was introduced to Presidents and Secretary Generals of eight ASEAN textile and garment associations, 28 top garment factories and textile mills in ASEAN and eight United States / European buyers.

High-level sourcing personnel from AVON Products, Debenhams, Guess?, MANGO, Marks & Spencer, Max Mara, Polo Ralph Lauren, and VF Corporation participated in one-to-one meetings. These brands collectively account for more than US\$32 billion in global retail sales.

Director of ACE Project, R.J. Gurley explains, "SAFSA is a key part of our strategy to enhance the competitiveness of ASEAN textiles and apparel industry. It's about teamwork. A company that joins SAFSA must commit to work closely with other companies within one or more VVF partnerships to produce and deliver quality full-service products on time and at reasonable prices to meet global customers' needs. Meanwhile, SAFSA will work closely with and on behalf of its VVF members to facilitate introductions and meetings with global buyers."

"My VVF partner and I are confident we can fulfill the buyers' expectations and become long-term partners and stakeholders in the future," said Chris Koh, Director of Singapore-based SL Ponie Pte Ltd.

Other global buyers that have also registered their interest in SAFSA include leading brands such as Perry Ellis, Hanes, PVH, JC Penny, Nordstrom, Debenhams, Benetton, Hugo Boss and H&M.



Participants at the SAFSA Global Forum

## Join us at our series of roadshows around Asia

The AAMA-TEX 2010 Organising Committee will be making visits to key associations from India, Indonesia, Taiwan, China and around Asia in the coming months.

Join us for a prelude to the main event in November and network with fellow industry professionals!



## Market Updates

### Indonesia is up and coming

Textiles play a key role in Indonesia's garment and textile sector. Globally, 13% of viscose staple fibre production, 4% of polyester staple fibres, 4% of polyester filament yarn, 2% of polyamide, and 0.03% of cotton are produced in Indonesia. Though challenges to competitiveness remain, the government has identified the sector as one of the main engines that will drive its economy till 2030.

Indonesia's garment and textile industry employs 1.8 million workers. In 2007, garment and textile exports reached US\$10.3 billion, making Indonesia the 12th largest textile exporter and eighth largest clothing exporter globally.

The country's largest textile and garment export market is the US, with a 36% share, followed by the EU with 16% and Japan at 5%. Indonesia controls 1.6% of the world textile export market and 1.7% of the garment export market.

### Thai textile powerhouses

Although Thailand is usually thought of as an agricultural powerhouse, its textile and apparel industry continues to make a large contribution to the country's economic growth.

The Thai industry is fully integrated - meaning it has an upstream sector (synthetic fibre and yarn manufacturing), an intermediate sector (manufacturing fabric, spinning, weaving, knitting, bleaching and dyeing) and a downstream sector (apparel manufacturing). Apparel has been the largest sector in terms of production, employment, and for a long time, export value. But since 2007, the export value of textiles exceeded that of apparel.

Thai textile and apparel industry accounted for 3.4% of the country's gross domestic product in 2008, or US\$9.93 billion.

Source: Source ASEAN. Look out for more market information in the next issue!



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