

PRESS RELEASE For Immediate Use

Region's premier garment and textile machinery show opens amid buoyant optimism

Singapore, 23 November 2010 – The 8th edition of AAMA-TEX, the region's foremost event for the garment and textile industry, opened today amid a robust climate of opportunity in the industry.

Anchored in Singapore since its inception in 1989, AAMA-TEX 2010 was officially opened by Mr S. Iswaran, Senior Minister of State for Trade and Industry, at the new Sands Expo and Convention Centre, Marina Bay Sands, Singapore.

AAMA-TEX 2010 features 205 participants from 17 countries and regions, and is expected to see 3,500 trade visitors when the show ends this Friday.

Among the exhibitors, Chinese companies are featuring prominently, taking up 25 per cent of the total exhibitor line up. These include top Chinese exhibitors such as Zoje Sewing Machine, Zhejiang New Feiyue and Xi'an Typical Industries. Other key foreign players, with an equally strong following, that will be exhibiting at AAMA-TEX 2010 include Germany's Veit Group, Malaysia's Tarmah Sewing Machinery, and Hong Kong's Ngai Shing Development Limited. Veit Group, for example, is a worldwide leading manufacturer and trendsetter in the field of fusing, pressing and ironing, known in the industry for its top quality, long lasting products.

In addition to the strong exhibitor line up, this year's event presents seven pavilions, showcasing representation from China (China Sewing Machinery Association - CSMA), Germany (Verband Deutscher Maschinen- und Anlagenbau – German Engineering Federation, VDMA), Guangdong, Ningbo, Italy, Singapore and Taiwan.

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For the first time, AAMA-TEX 2010 is presenting an extensive range of textile machinery compared with previous editions, complementing its all-encompassing apparel machinery selection. These include machinery, systems, equipment, accessories and services used in the manufacturing of garments and textiles, with an emphasis on technologically-efficient and environmentally sustainable exhibits.

AAMA-TEX has received robust endorsement from key government agencies and industry associations such as the ASEAN Federation of Textile Industries (AFTEX) whose country members are leading delegations to the show.

These include Chairman of AFTEX Cambodia, Mr Van Sou Ieng; Chairman of AFTEX Laos, Mr One-sy Boutsivonsakd; Chairman of AFTEX Indonesia, Mr Ade Sudrajat, and Chairman of AFTEX Thailand, Mr Pilan Dhammongkol.

AAMA-TEX 2010 introduces several firsts

Newly introduced at this edition of AAMA-TEX is a series of trade-focused conferences and seminars featuring top-notch speakers.

‘Sustainable Fashion Seminar’ puts the spotlight on the industry’s emphasis on fashion and its sustainability, touching on topics such as responsible sourcing and green manufacturing.

‘Fast Fashion’ is a workshop showcasing Zara’s business model and how the fashion brand deals with the short lead-time from retail to production.

Besides the educational segment, AAMA-TEX 2010 has also introduced an online business matching portal to assist exhibitors and visitors to pre-schedule appointments that will culminate at the show.

Said Mr Benny Pua, Chairman of AAMA-TEX 2010 Organising Committee, “After 21 years, the show has come of age as the industry’s most sought-after business platform and the gateway to

“Asia’s most influential textile and apparel manufacturing houses. Staged at the epicentre of a booming Asian region, AAMA-TEX 2010 takes place at a time when prospects for the textile machinery industry are brighter, with orders on the upswing and a general sense of optimism pervading the industry.”

Aside from achieving new milestones in this year’s edition of the show, it has also received strong support and endorsement from local government agencies such as International Enterprise Singapore and Singapore Exhibition and Convention Bureau, as well as overseas trade agencies. These include All Pakistan Textile Processing Mills Association (APTPMA); ASEAN Federation of Textile Industries (AFTEX); Apparel Singapore; Bangladesh Garment Manufacturers and Exporters Association (BGMEA); Bangladesh Textile Mills Association (BTMA); China Sewing Machinery Association (CSMA); Clothing Manufacturers Association of India (CMAI); Egyptian Textile Development Association (ETDA); Guangdong Sewing Equipment Chamber of Commerce (GD Sewing); Malaysian Knitting Manufacturers Association (MKMA); Singapore Chinese Chamber of Commerce & Industry (SCCCI); Tirupur Exporters’ Association (TEA); Textile Machinery Manufacturers’ Association, India (TMMA); Taipei Sewing Machines Association (TSMA), and Verband Deutscher Maschinen- und Anlagenbau – German Engineering Federation (VDMA).

AAMA-TEX 2010 is organised by the Sewing Machine Traders Association Singapore (SMTAS) and the Textile & Fashion Federation (TAFf). The four-day show ends on Friday, 26 November. It is open from 10am to 6pm and admission is free.

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

Issued by the organisers of AAMA-TEX 2010 through Pico Event Management Pte Ltd.

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