

## PRESS RELEASE

For Immediate Use

### China a heavyweight at AAMA-TEX 2010

Region's premier show receives strong support from China's apparel and textile machinery industry

*Singapore, 2 November 2010* – In a further affirmation of China's current robust economic growth, the country's apparel and textile machinery industry has made its presence felt at AAMA-TEX 2010 in a big way.

Chinese exhibitors at this year's show – being held from 23 to 26 November at the new Marina Bay Sands Integrated Resort - account for 25 per cent of the total exhibitor line-up. Armed with the latest technology in apparel and textile machinery, Chinese exhibitors have arrived not just in significant quantity, but also with the much sought-after quality that buyers today are looking for.

One such exhibitor equipped with top quality machinery is Zoje Sewing Machine. Listed as one of China's top 500 private enterprises, the company received the "top famous brand of China" certification in 2009 and was credited in 2003 as one of "China's top brands" by the General Bureau of National Quality. It also obtained first place in the random inspection of product quality in the Chinese sewing machine industry the year. The company has also invested heavily to bring in a fully automated machining centre line from Japan Makio.

Other major Chinese players taking part in AAMA-TEX 2010 include Zhejiang New Feiyue and Xi'an Typical Industries. The Feiyue brand has been consistently ranked among the top brands in China. Most recently, in 2007, it was among the top 50 in "China's most competitive companies in the world" and was also given the "First China self-innovation award" the same year.

Xi'an Typical Industries has gained "ISO9001" and "CE" acknowledgement. Typical's industrial sewing machines have been granted numerous awards and titles, including the prestigious National Silver Award. Typical has been designated as a well-known Chinese brand by China Industrial & Commercial Administration Bureau in 2002.

...page 2

Organised by



SEWING MACHINE TRADERS ASSOCIATION  
(SINGAPORE)



Textile & Fashion Federation  
(Singapore)

Event Manager

Pico Event  
Management

Supported by



Held in



UNIQUELY  
Singapore

新加坡缝纫机械商公会  
Sewing Machine Traders Association (Singapore)  
17 Lorong 25A, Geylang, Singapore 388228  
Tel: (65) 6743 9113 Fax: (65) 6743 0113  
Email: smtas@smtas.org.sg  
Website: www.smtas.org.sg

新加坡纺织服饰商会  
Textile & Fashion Federation (Singapore)  
2 Leng Kee Road, #02-09 Thye Hong Centre,  
Singapore 159086  
Tel: (65) 6735 8390 Fax: (65) 6735 8409  
Email: admin@taff.org.sg Website: www.taif.org.sg

Pico Event Management Pte Ltd  
20 Kallang Avenue Level 2  
Pico Creative Centre, Singapore 339411  
Tel: (65) 6294 0782 Fax: (65) 6392 3687  
Email: aamatex@pemexhibition.com

Page 2 – China a heavyweight at AAMA-TEX 2010

Says Mr Benny Pua, President of co-organiser, Textile & Fashion Federation (Singapore), "We are pleased to receive such encouraging response from the Chinese apparel and textile industry. These exhibitors, with their reasonable prices and quality machinery, are bringing the show to the next level, allowing buyers to enjoy a wider selection of products and services that truly fit their needs."

Aside from the strong showing by Chinese exhibitors, other major foreign players exhibiting at this year's event include Italy's MACPI Group, Malaysia's Tarmah Machinery Sdn Bhd and Hong Kong's Ngai Shing Development Limited.

This year's show will also see seven pavilions, namely China (China Sewing Machine Association-CSMA), Germany (Association of German Textile Machinery Manufacturers-VDMA), Guangdong, Ningbo, Italy, Singapore and Taiwan.

### New conferences steal the show at AAMA-TEX

Newly introduced at this edition of AAMA-TEX are trade-focused events showcasing industry heavyweights in the speaker lineup and topical issues, raising the bar for the region's premier garment and textile manufacturing event.

'*The Next Frontier in Global Fashion Production*', organised by TaFf and Sandler, Travis & Rosenberg (STR), is specially designed for apparel manufacturers, retailers and merchandisers – all in the value chain of the apparel and textile sector. Keynote speaker, Thomas Travis of STR, will wow the audience on opportunities in countries with updates on FTAs, trade pacts as well as new developments that will impact the global apparel industry.

'*Sustainable Fashion Seminar*', organised by TaFf, TaFtc and WDA, focuses on the industry's marked emphasis on sustainability. Pioneers in the business of sustainable fashion such as Marks and Spencer, Brandix, Organic Exchange and Adidas give centre stage to the meaning of 'Sustainable Fashion'.

...page 3

Organised by



SEWING MACHINE TRADERS ASSOCIATION  
(SINGAPORE)



Textile & Fashion Federation  
(Singapore)

Event Manager

Pico Event  
Management

Supported by



Held in



UNIQUELY  
Singapore

新加坡缝纫机械商公会  
Sewing Machine Traders Association (Singapore)  
17 Lorong 25A, Geylang, Singapore 398228  
Tel: (65) 6743 9113 Fax: (65) 6743 0113  
Email: smtas@smtas.org.sg  
Website: www.smtas.org.sg

新加坡纺织服装服饰商会  
Textile & Fashion Federation (Singapore)  
2 Leng Kee Road, #02-09 Thye Hong Centre,  
Singapore 159086  
Tel: (65) 6735 8390 Fax: (65) 6735 8409  
Email: admin@taff.org.sg Website: www.taff.org.sg

Pico Event Management Pte Ltd  
20 Kallang Avenue Level 2  
Pico Creative Centre, Singapore 339411  
Tel: (65) 6294 0782 Fax: (65) 6392 3687  
Email: aamatex@pemexhibition.com

Page 3 – New conferences steal the show at AAMA-TEX

'Fast Fashion Workshop' will showcase how Zara moves from design concept to production and retail in the shortest possible time; a feat most industry practitioners would not be able to envision. Conducted by Ken Watson, an international expert on fast fashion, this workshop will cover how business processes can be transformed to meet the new awakening in the business of fast fashion.

### Exhibitor Product Presentations

Look forward to a comprehensive product and technology showcase for buyers to learn about and select the brands that best suit their needs at the respective textile and apparel sectors.

### AFTEX brings in delegations for AAMA-TEX 2010

As a vote of confidence in the upcoming show, the ASEAN Federation of Textile Industries (AFTEX) Chairpersons of the respective country members will be bringing in groups of delegates to the show. Confirmed delegations include those led by Chairman of AFTEX Cambodia and President of Garment Manufacturers Association in Cambodia, Mr Van Sou Ieng; Chairman of AFTEX Laos, Mr One-sy Boutsivonsakd; Chairman of AFTEX Vietnam and Vietnam National Textile and Garment Group, Mr Le Quoc An; Chairman of AFTEX Indonesia and Indonesia Textile Association, Mr Ade Sudrajat; and Chairman of AFTEX Thailand, Mr Pilan Dhammongkol. Other big name buyers who have confirmed their participation in AAMA-TEX 2010 include President of Tirupur Exporters Association (TEA), Mr A. Sakthivel.

### Strong support from local government and trade agencies

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 overseas trade agencies. These include the ASEAN Federation of Textile Industries (AFTEX), Bangladesh Garment Manufacturer Exporters Association (BGMEA), Bangladesh Textile Mills Association (BTMA), 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),

...page 4

Organised by



SEWING MACHINE TRADERS ASSOCIATION  
(SINGAPORE)



Textile & Fashion Federation  
(Singapore)

Event Manager

Pico Event  
Management

Supported by



Held in

UNIQUELY  
Singapore

新加坡缝制机械商公会  
Sewing Machine Traders Association (Singapore)  
17 Lorong 25A, Geylang, Singapore 398228  
Tel: (65) 6743 9113 Fax: (65) 6743 0113  
Email: smtas@smtas.org.sg  
Website: www.smtas.org.sg

新加坡纺织服饰商会  
Textile & Fashion Federation (Singapore)  
2 Leng Kee Road, #02-09 Thye Hong Centre,  
Singapore 159086  
Tel: (65) 6735 8390 Fax: (65) 6735 8409  
Email: admin@taff.org.sg Website: www.taft.org.sg

Pico Event Management Pte Ltd  
20 Kallang Avenue Level 2  
Pico Creative Centre, Singapore 339411  
Tel: (65) 6294 0782 Fax: (65) 6392 3687  
Email: aamatex@pemexhibition.com

Page 4 – About AAMA-TEX 2010

Textile Machinery Manufacturers Association, Textile Machinery Manufacturers' Association (India) (TMMA) and the Taipei Sewing Machine Association (TSMA).

**To visit AAMA-TEX 2010, please register online at:**

[http://www.aama-tex.com/03\\_toVisit\\_onlineRegistration.html](http://www.aama-tex.com/03_toVisit_onlineRegistration.html)

### About AAMA-TEX 2010

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 (TAFf), 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.

For more information, please visit [www.aama-tex.com](http://www.aama-tex.com).

---

### Issued by Pico Event Management Pte Ltd

For more information, please contact

Christal Yim (Ms)  
Assistant Marketing Communications Manager  
Pico Event Management Pte Ltd  
Tel: (65) 6393 0236  
Fax: (65) 6392 2905  
Email: christalyim@pemexhibition.com

Callia Chua (Ms)  
Deputy Director  
Textile & Fashion Federation (Singapore)  
Tel: (65) 6735 8930  
Fax: (65) 6735 8409  
Email: calliachua@taff.org.sg

Organised by



SEWING MACHINE TRADERS ASSOCIATION  
(SINGAPORE)



Textile & Fashion Federation  
(Singapore)

Event Manager

Pico Event  
Management

Supported by



Held in



UNIQUELY  
Singapore

新加坡缝纫机械商公会  
Sewing Machine Traders Association (Singapore)  
17 Lorong 25A, Geylang, Singapore 398228  
Tel: (65) 6743 9113 Fax: (65) 6743 0113  
Email: smtas@smtas.org.sg  
Website: www.smtas.org.sg

新加坡纺织服饰商会  
Textile & Fashion Federation (Singapore)  
2 Leng Kee Road, #02-09 Thye Hong Centre,  
Singapore 159086  
Tel: (65) 6735 8390 Fax: (65) 6735 8409  
Email: admin@taff.org.sg Website: www.taff.org.sg

Pico Event Management Pte Ltd  
20 Kallang Avenue Level 2  
Pico Creative Centre, Singapore 339411  
Tel: (65) 6294 0782 Fax: (65) 6392 3687  
Email: aamatex@pemexhibition.com