

# **Report on Participation in Apparel Sourcing Exhibition New York July 19-21, 2011**

The following events were organized by Messe Frankfurt Inc at the Jacob Javits center New York simultaneously

i) Texworld ii)Apparel Sourcing iii) home textiles Sourcing

The Texworld was organized for the 11<sup>th</sup> consecutive years whereas the other two events were started last year. There were over 500 exhibitors from 20 countries which included China, Hong Kong Korea, Egypt, India, Bangladesh and Pakistan. More of 60 % of the exhibitors in all the three events were from China and the events clearly looked like a Chinese single Country exhibition

There were about 10 Pakistani Participants however the booths were scattered in three different areas; two companies did not show-up. TDAP also set-up an information booth Pakistan Hosiery Manufacturers Textiles Inc (PHMAUSA) set up its booth at 1423. The publicity material supplied by Phma was displayed along with different samples of branded items produced in Pakistan. A few pictures of the booth are forwarded

Products at Display Cotton Fabrics, Denim, Knitted fabrics, Wool Fabric and Products Silk, Trims, Laces , embroidery items at Texworld whereas the items at Apparel Sourcing were Active wear, Women wear, Infant and junior wear, Sportswear etc

Results of Participation.

The US economy is still under pressure and slows however there are signs of recovery. The Stores are offering heavy discounts which coupled with falling gas prices are boosting the retail sales in the apparel categories The outlook is still clouded due to the higher cotton prices paid last year and visitors were hesitant to commit any spot deals.

The main buyers/visitors were for the fabric and hometextiles sector with a few for garments / Apparels. The Chinese stalls offering Women wears, sports wears, swimwear etc were however busy and did good business.

The visitors / buyers were mainly small and medium sized importers and store owners and as such no big retailers Or their representatives visited the show. Most of the visitors/ Buyers were from New York area however there were a few from other States and Canada.

Phmausa booth was visited by a number of buyers who saw the products at display and highly appreciated the quality. The visiting cards of the buyers are forwarded for information( There were many visitors who did not provided their cards saying that , it ran out however they took our brochures etc and promised to contact or visit our show room. The poster with Brand logos had a great impact and it attracted a lot of people, many with question/ anxious remarks if these are produced in Pakistan. Similarly the visitors/ buyers highly appreciated the idea of Phmausa Showroom and its location at 1407 prestigious building.

The participation in this event helped to promote the Phmausa and introduce it in the market place. The Phma management should consider maximum participation in the exhibitions in USA as it directly promote and introduce to the buyers.





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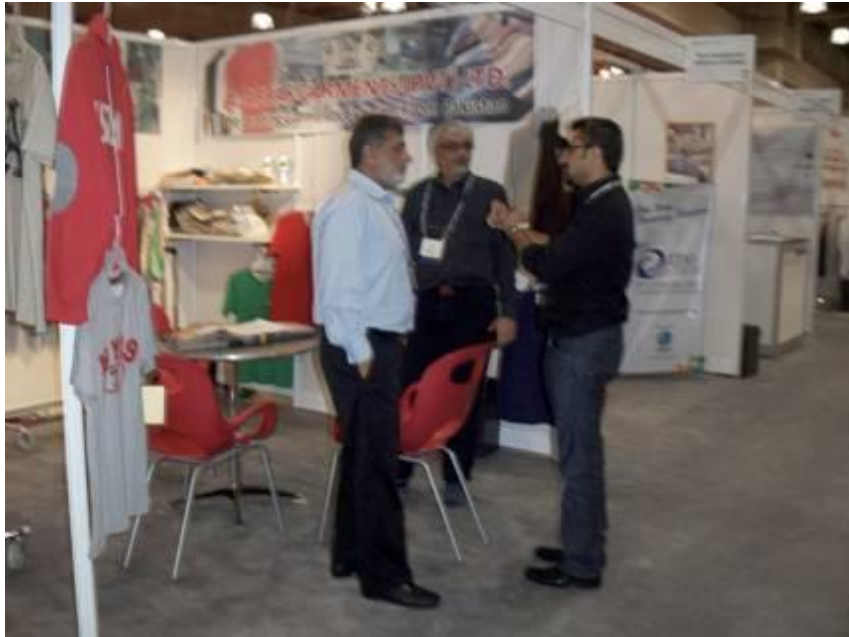






















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