



**GOTEX**  
SHOW

FEIRA INTERNACIONAL DE PRODUTOS TÊXTEIS  
International Fair of Textile Products

# OVERVIEW OF GO TEXTILE SOURCING SHOW 2013





# I. Overview of Go Textile Sourcing Show

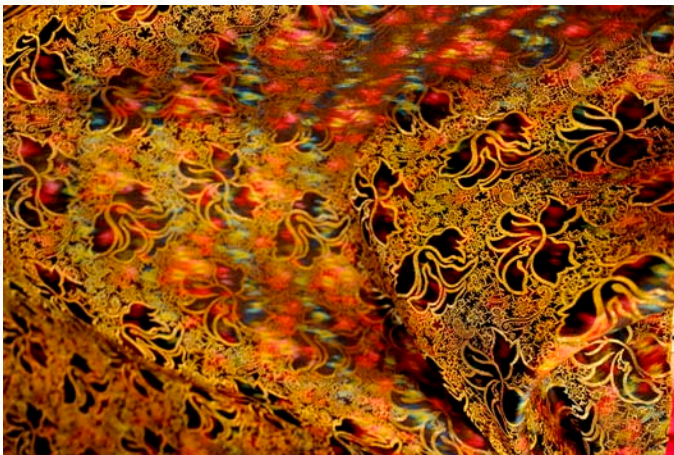
The first edition of 'Go Textile Sourcing Show (GO TEX)', held October 23-25, 2013 in Anhembi Exhibition Center, São Paulo, Brazil, was proved to be a great success. The 3-days event brought together 340 exhibitors from 23 countries and regions, and around 5,000 visitors from all continents to see the best and latest tendencies from the textile sector.

## II. Key Highlights of the Fair

GO TEX SHOW 2013 had a broad range of excellent quality products in season, such as fashion fabrics & accessories, home textile fabrics & finishing products, garment & apparel accessories.

**Premium fabrics:** A total of 111 textile fabric suppliers showcased latest products made of cotton, silk, linen and synthetic fibers: Knits, lace, embroideries, poplin, denims, and cambric, etc. In addition, cotton and polyester fabrics with a strong sense of design and bright colors were popular items on show. The top buyers included Lojas Riachuelo S.A. (one of the largest fashion retail networks in Brazil, with more than 22 million customers registered in its loyalty program and 213 nationwide stores), Malwee Malhas Ltda. (well known as one of the largest clothing manufacturers in Brazil) and so on.

Technological innovations, such as fantasy fabrics which can change colors when in contact with light or water, and magic satins with metallic threads which look like a flowing image, brought in 'GO TEX' by Chinese exhibitors Jin Sheng Yuan and Fareastetex, respectively, were impressive highlights.



"We have been seeking a perfect platform to present our innovative new products and technologies to Brazilian business community and that's it, 'GO TEX', which gives us a good opportunity at the right moment. It's really a long trip but well worthwhile having taken."

**Eric Yuan – General Manager of Jin Sheng Yuan**

"We brought to the show, a variety of satins with metal threads which, when moved, generates a beautiful dynamic effect. This product creates a new concept, and we choose 'GO TEX' as the first station to publish, other global markets, such as the United States, and Europe, where we'll list in the market promotion schedule in the coming months."

**Greel Chen - Marketing Manager for the Fareastetex Holding**

"Well organized show, and high quality exhibitors. Hope we could meet more and more professional buyers here."

**Sichuan Textiles I/E Corp**

"Enlarge the influence of all the show and expand its popularity and reputation home and abroad. We hope it could become the most influential exhibition in the entire South America."

**Shaoxing City Joshua Warp Knitting Co., Ltd.**

**Functional fabrics:** Suppliers from Taiwan displayed the latest functional fabrics, The **Taiwan Textile Federation** group showcased fabrics from several manufacturers who invested heavily in technological and ecological products, presenting a range of innovations specialized in yarn texturing, weaving, dyeing, printing, post-finishing processes, and in coating and lamination. According to **Melissa Wang**, the federation's vice-director for marketing, half of the European and American sports and outdoor clothing brands already use fabrics made by Taiwan companies. '**Singtex's** new fabrics made with coffee grounds have been used by a variety of brands as Asics, Babolat, New Balance, and Timberland," says the executive. Another Taiwan textile company, **Everest**, specialized in fibers made out of PET, which are already used in the Brazilian National Soccer team's uniforms.



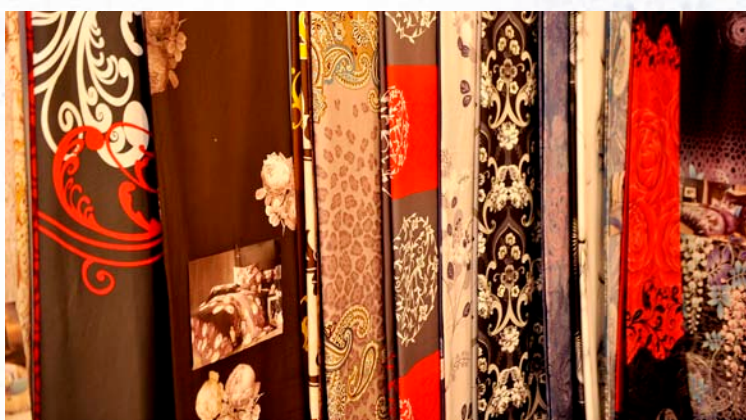


**Garment & apparel accessories:** Over 180 exhibitors were featured in this designated area. Most of them are vertical package service provider with big production capacity and their own brands. The hot items on the show included T-shirts, casual dress, knitwear, shorts, socks, hats, pants, prints, etc. Even **Brandili Têxtil**, a prominent children's wear company featured with all products made of 100% cotton, attended the show looking for new business partners and market trend.

'One word: good; two words: very good; three words: very very good.'

**Shaoxing County Shufei I/E Co., Ltd.**

**Home textiles & finishing products:** High-end exhibitors such as Violet Home Textile Technology Co., Ltd., Sunvim Group Co., Ltd., and Jiangsu Goldsun Textile Trade Co., Ltd. represented the top of home textile manufacturers from China. With their success and experience in high-end EU and U.S.A market, they presented their special developed collects for '**GO TEX**', and wish to cater the flourishing Brazilian market.



"Bilateral cooperation in textile industry has important historical significance. GO TEX will be beneficial for Brazilian SMEs to reduce costs and improve their products' competitiveness."

**Roberto Chadad, President of ABRAVEST  
(Brazilian Garment Association)**





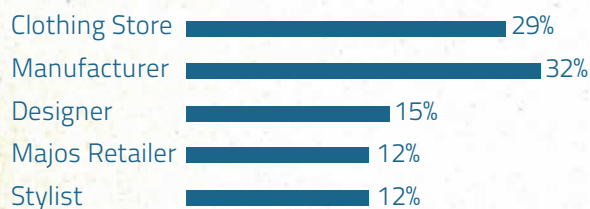
### III. Visitor Profile

Go Textile Sourcing Show received 5,000 visitors from 23 different countries and regions.

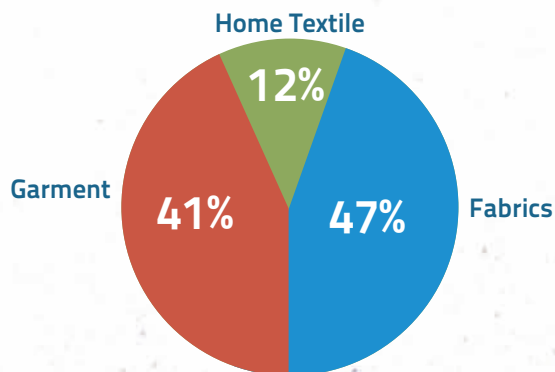
Top 10 Visitor's Countries/Regions

- 1) Brazil
- 2) Chile
- 3) Argentina
- 4) Uruguay
- 5) United States of America (USA)
- 6) South Korea
- 7) Peru
- 8) Bolivia
- 9) United Arab Emirates (UAE)
- 10) South American Countries

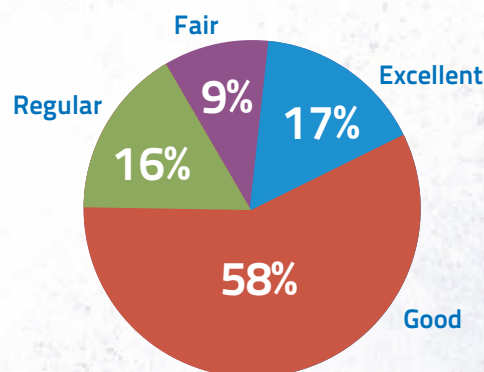
### Visitor Profile



### Visitor's Category of Interests



### Visitor's Satisfaction Rating



### IV. Simultaneous Events

In parallel with the show, for the aim of improvement of mutual understanding between China and Brazilian textile and apparel industry, the organizers also sponsored "China and Brazil Textile and Apparel Brand Seminar". Two days seminar invited top specialists from professional institutes and research organizations. The topics were focused on the overview of China's textile and apparel industry, China's domestics market, brand build-up in Brazil, IPR protection, sustainable textiles, and fashion trends.

\* The wonderful speeches include

- The Chinese Textile Market
- How to Negotiate with China
- Textile Market in Brazil
- The Principle of Dressing with Awareness
- Ecological Materials – Organic/Recycled Fabrics and Processing
- The Evolution of the Cellulose Fibers – An Eco-Sustainable Vision
- Design and Sustainable Creation
- Companies, New Paths – Socio and Environmental Responsibility



## V. Media Exposure

DCI

FOLHA DE LONDRINA

FOLHA DE S.PAULO



O ESTADO DE S. PAULO

COSTURA  
PERFEITA

Guia  
JeansWear

ECONÔMICO  
Valor

SUCESSO

revista  
textil  
80 anos

Textília  
TÊXTEIS INTERAMERICANOS  
Há 21 anos antecipando o futuro da cadeia têxtil

Guia **Têxtil**®  
e confecção



MODA  
AGRESTE



Jornal do Brás

o confeccionista

## VI. Support





# SEE YOU IN 2014

Expo Center Norte – Yellow Pavillion,  
São Paulo, Brazil

27 to 29

OCT 2014



# GOTEX SHOW

## Contact

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