



# GOTEX SHOW

**FEIRA INTERNACIONAL DE PRODUTOS TÊXTEIS**  
International Fair of Textile Products

## POST SHOW REPORT 2014

ORGANIZER COMMITTEE:





# I. Go Textile Sourcing Show 2014 Overview

The second edition of GO TEX Show, from October 27 to 29 of 2014 in the yellow pavilion of Expo Center Norte, Sao Paulo – Brazil, had more qualified trade visitors than in the previous edition. During the 3-day event that gathered more than 161 exhibitors from Bangladesh, Brazil, China, Hong Kong, Italy, Pakistan, Peru, Singapore and Taiwan, 4,855 visitors passed through the trade fair from all continents and almost all Brazilian states to see the latest and greatest trends in the textile sector.

## II. Key Highlights of the Fair

GO TEX Show 2014 presented a variety of qualified products between the segments of fabric and accessories, home textile and finishing products, garment and accessories.

**Premium Fabrics:** The fabric suppliers showcased a wide range of products made of cotton, silk, linen and synthetic fibers in knits, lace, embroideries, poplin, denims, and cambric, among others. The vibrant colors chosen by exhibitors delighted the Brazilian entrepreneur and designers that see color as a differential for national fashion. Patterned fabrics are also very usual at the Brazilian collections and it was one of the most sought-after in the fair. Some of the main retailers and manufacturers that visited GO TEX Show 2014 was: ADAR Tecidos, Scalina Group S.A (Trifil and Scala), Malwee returned at this year edition, Nortex, Ricardo Almeida and Track&Field.

Technological innovations, qualified products and competitive prices attracted trade visitors from all South America, who expects that next edition the show has more companies from each segment, expanding portfolio and the variety of the trade fair's products.

‘The trade fair was an opportunity to meet Brazilian companies of São Paulo and other textile industrial states such as Paraná, Santa Catarina and Pernambuco. We represent large and small companies from Peru. The big companies already do business with important Brazilian retailers and our purpose in GO TEX Show is to promote medium and small entrepreneurs that have capacity to export and supply the demand of the Brazilian market.’ According to **Mr. Percy Sánchez, director of Investment Promotion of Peru Trade Office, of the Ministry of Foreign Trade and Tourism.**



‘We met the company's main target public at the trade fair’. The Pakistani company founded in 1935 has vertical production line acting from cotton growing to the manufacture of clothing, and already has business with Brazilian companies and other great textile markets as United States, Europe, China and Japan. ‘Participating in GO TEX SHOW 2014 was an important effort to expand operations in Brazil. We received companies from the states of São Paulo, Sergipe, Minas Gerais, Paraná and Rio Grande do Sul which are interested in working with us. Brazil already is our main market in South America but we believe there's space to grow even more and certainly we will be in the next edition of GO TEX Show’ stated **Mr. Muhammad Muzaffar Iqbal, Director of the Mahmood Group.**



‘We attended the GO TEX SHOW 2014 because we decided to face our international competitors as equals. If exhibitors from others countries come to Brazil to show their products, we have to represent the Brazilian within this professional fair. Our participation helped to analyze the company's level of competition. We understand that inside the factory we are fully competitive. However, from the factory out, we face the ‘Brazil Cost’ which puts us at a disadvantage. We went to the fair in search of greater visibility to the brand, aiming the prospect of new business and new partnerships’, enounced **Mr. Nelson Francischini Junior, Comercial Director of ELITE, traditional Brazilian sportswear brand.**





### III. Visitors

In the second edition the fair featured more than 200 booths of several countries and regions, including Bangladesh, Brazil, China, Hong Kong, Italy, Pakistan, Peru, Singapore and Taiwan.

Exhibition Area: **8.828 sq m**

**4,855 trade visitors**

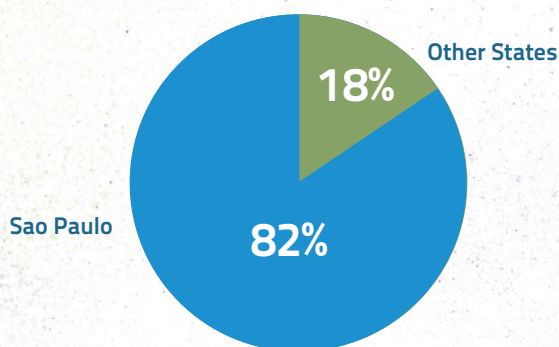
#### Top 10 Visitor's Countries

- 1) Brazil
- 2) Argentina
- 3) United States (USA)
- 4) Paraguay
- 5) Venezuela
- 6) Pakistan
- 7) Peru
- 8) Bolivia
- 9) Costa Rica
- 10) Chile

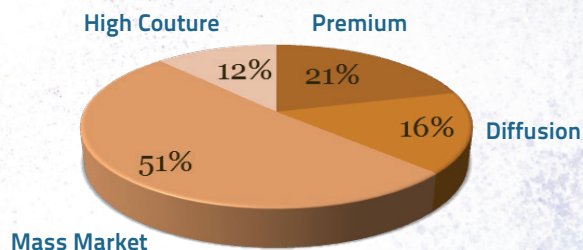
#### Visitor Profile

Manufacturer	34,04%
Importer & Sales Representative	21,31%
Fashion Designer	10,86%
Major Retailer	9,96%
Others	9,08%
Raw Material Supplier	7,78%
E-commerce	6,97%

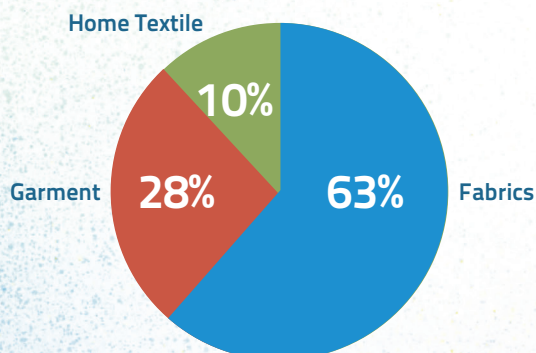
#### Visitors by Region



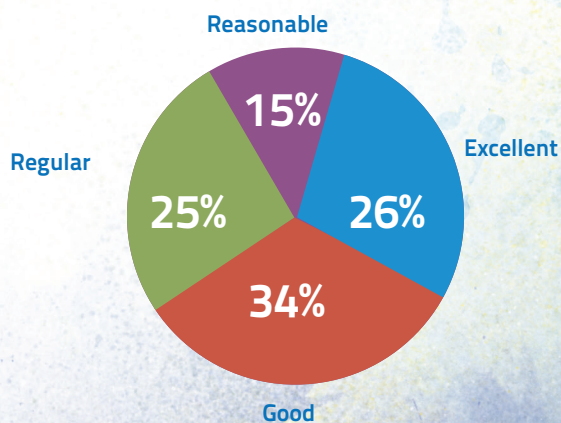
#### Market Positioning



#### Interest of the Visitors Category



#### Visitor's Satisfaction





## IV. Simultaneous Events

In parallel with the trade show, aiming to improve the synergy between Brazilians and international textile players, the organizers sponsored the development of the contest 'New Designers Brazil' intended for fashion students of the City of Sao Paulo, which happened in the first day of event bringing together 450 guests. In the second day the GO TEX Committee promoted the 'China-Brazil Textile Forum' contributing during the event with exchange of experience between speakers, exhibitors and trade visitors.

### Go Tex Fashion Show -NEW DESIGNERS BRAZIL (NDB)

The contest intended for fashion students of the City of Sao Paulo had the theme 'Chinese New Year in the Brazilian Style – 2015, the year of the Goat'. The proposal was to put designers in formation in contact with international fabrics manufacturers, GO TEX Show exhibitors, enabling the exchange between new designers and the global textile industry.

The **NDB** encourage the development of diversified products with international raw material and Brazilian design, stimulating Brazil to invest in design and in the designers, essential condition to act as an important player in the international textile scenario. Simultaneously **NDB** established a relationship between GO TEX SHOW and the main education institutes with a fashion curriculum in the city of São Paulo, which represents the new generation of the Brazilian textile sector, showing the capacity of these young talents situated in the main economic capital of Brazil and strengthening its innovation and creativity.

**NDB** was presented by **GO TEX Show** and **Audaces**, with sponsor of China Trade Center Group, Chinese manufacturers **Kunshan Huarong**, **Jiangyin Weipeng** and **Jiangsu Highhope** and of the Taiwanese company **Chain Yarn**. The winner of the contest was rewarded with a license to use the Creation Software '**Audaces Idea Full**'.

The first night of GO TEX Show held the fashion show with the seven young finalists' collections and the winner was a student of the Europeo di Design Institute, Ms. Jessica Jin, 25 year-old. The contemplated collection was inspired by the '**Buddha's Banquet**', the young designer made a tour at the Chinese horoscope legend.



"My inspiration came from the legend that gave origin to the Chinese Horoscope which Buddha invited all animals to a big banquet and only 12 attended and are presented with a year. The Goat is one of those special animals! I wonder how the Goat would have dressed to meet Buddha if this dinner was in Brazil. The poetic license led me to a collection inspired by the fictional appearance of the Goat's woman to Buddha. It was a hard work to finish the collection's pieces but it was incredible see the final result and specially to know that a technical and competent jury choose my collection as the winner", declared thrilled the winner of the contest, **Ms. Jessica Jin**.

The young designers presented a four looks collection manufactured with fabrics originated from China and Taiwan. Besides the winner were among the finalists: Mrs. Priscila Prado, Mr. Zack Grabeel and Mr. Rodrigo Rooka, from Anhembí Morumbi University; Mr. Anderson França, Paulista de Artes University; Mrs. Janaína Eivissa and Mr. Danilo Ibrahim, SENAI Antoine Skaf Technical University.

### China-Brazil Textile Forum

The Forum addressed issues relevant to the textile industry and clothing covering current issues. At the end of program there was the 'Green Textile' debate. The panelists, important professionals of the textile industry, were invited so that, together with the public, discussed solutions for a cleaner textile production.

The wonderful speeches with renowned industry professionals include:

- The Chinese textile industry scenery and how Brazilian companies can reach the world's largest market - **Mr. Jiang Hui, CCCT President**.
- How to be a player in the international market even being small? - **Mr. Mauro José Pereira, ABRAVEST**.
- Brazilian taxation of international trade in goods - **Mr. Marcelo Granato, BGR Law Firm**.
- Financing for innovation projects - **Mr. Gilberto Fioravante - Desenvolve SP**.
- Prepayment of receivables for micro, small and medium enterprises - **Mr. Junior Stocco - Federal Investe**.
- Summer Trend 2016 - **Mrs. Iolanda Wultz - Guia Jeanswear**
- Green Textile Debate: The best sustainable practices in the textile industry - **Mrs. Maria José de Carvalho, publisher at MJTC Textília; Mrs. Marina Colerato, assistant editor of Guia Jeanswear; and Mr. Valmir Ribeiro, Director of Moda Center Santa Cruz, of Santa Cruz do Capibaribe (PE)**. Mediators: **Mrs. Vivi Haydu, Director of the following magazines Têxtil and Têxtil Moda; and Mr. Hêlvio Roberto Pompeo Madeira Jr., Director of FCEM**.





## V. Media Exposure



## VI. Institutional Support





# SEE YOU

Sao Paulo Expo - Pavillion 2,  
Sao Paulo, Brasil

# 2015

Sep 29 to Oct 1



# GOTEX SHOW

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