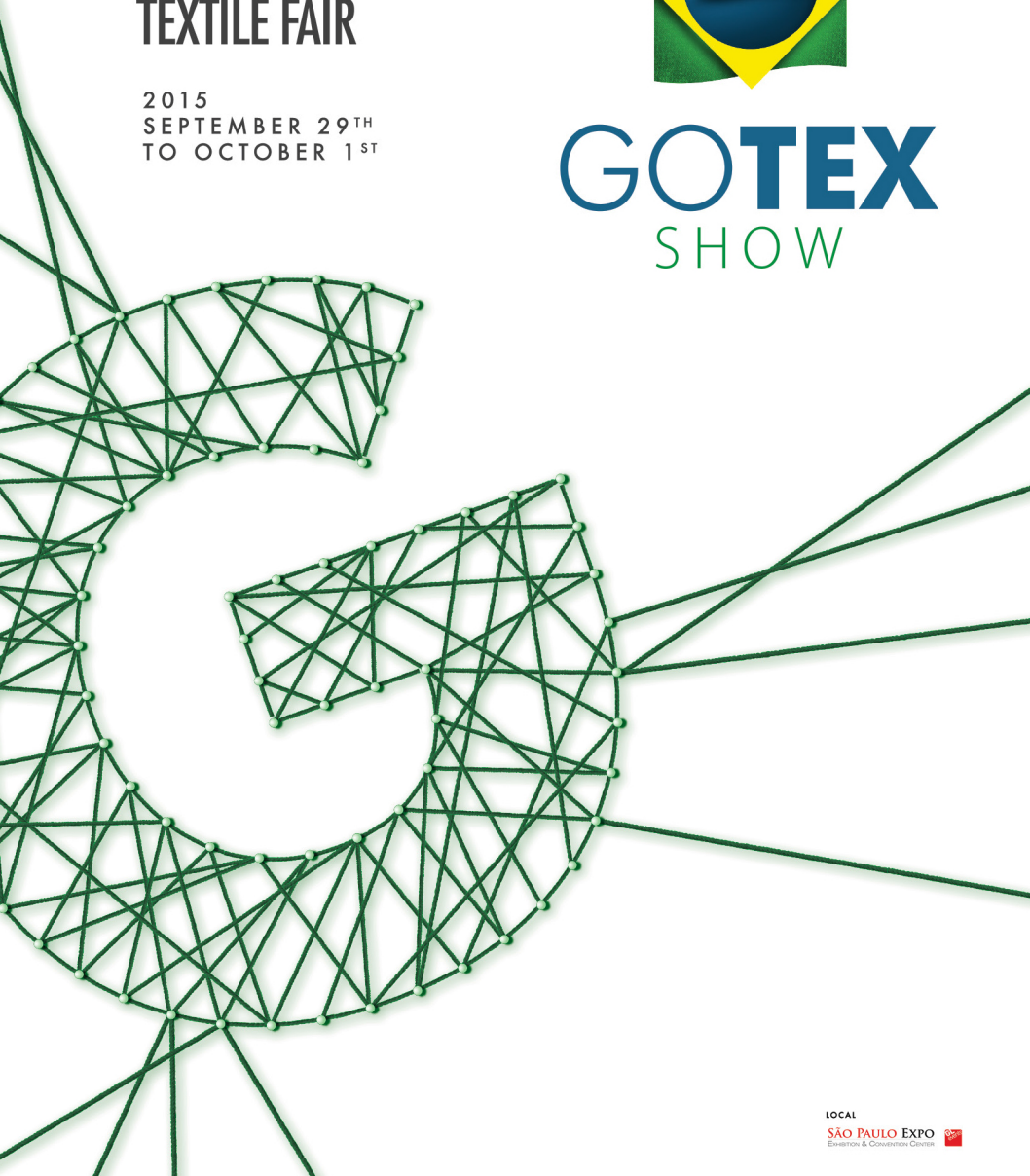


GO TEXTILE SHOW INTERNACIONAL TEXTILE FAIR

2015
SEPTEMBER 29TH
TO OCTOBER 1ST



GOTEX SHOW



LOCAL
SAO PAULO EXPO
Exhibition & Convention Center

REVIEW 2015

GO TEXTILE SOURCING SHOW 2015 OVERVIEW

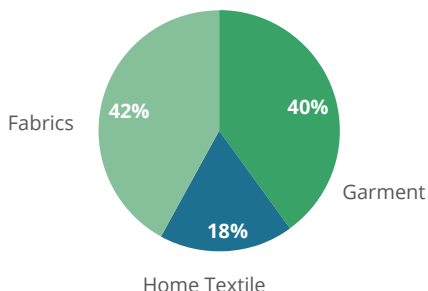
The third edition of GOTEX Show, held from September 29th to October 1st, 2015 in Sao Paulo, Brazil, has been consolidated as international business platform for the textile market. The trade show presented innovations and launches in fiber, yarn, fabric, finished products – garment and home wear, and accessories.

More than 120 exhibitors from all textile chain industry and main textile centers in the world such as Brazil, China, United States, Italy, Mexico, Peru, Hong Kong, Taiwan, India, Singapore and Bangladesh. Introduced to the Brazilian and South America market differentiated products, with design and competitive cost.

The vice president of CCPIT TEX – China Sub-Council of Textile Industry – Mr. Lin Yun Feng mentioned how negotiations and investments in the Brazilian textile market have intensified after three editions. Emphasized GOTEX internationalization with the presence of 11 exhibiting countries and the platform developed by the event's Organizing Committee to support small and medium enterprises.



VISITOR'S INTEREST



NEW BUSINESS POSSIBILITIES

"The textile and apparel sector é very important to Mexico, being the 4th biggest exporter from Latin America and 15th in the world ranking. We participated in GOTEX Show with the purpose to improve cooperation in the Brazilian textile chain, promote our products and develop new partnerships" highlighted Mr. José Extévez, commercial counselor of Mexico in Sao Paulo (ProMexico).



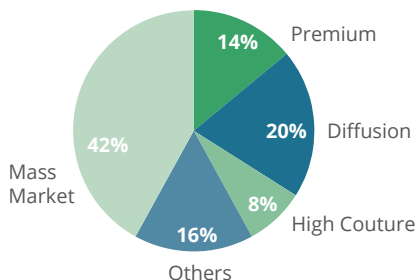
**OVER
120 EXHIBITORS
AND 200 BRANDS**

“ I developed a partnership with a national manufacturing of polyamide fabric with spandex, particularly for lingerie with laser cut. It took three years to get the ideal product, but these partners close their doors in the last year and our company end up without these raw material. Besides being a window display in GOTEX Show I could meet a possible new supplier to attend my demand.” Mr. Antonio Alberto Peres, commercial manager of Finu Fill Manufacturing, Brazilian exhibitor of 2015 edition that showed its lingerie products in the trade show and also contact new suppliers.

VISITOR'S PROFILE

Manufacturer	24%	
Major Retailer	12%	
Importer	9%	
Distributor & Wholesaler	8%	
Sales Representative	8%	
E-commerce	8%	
Raw Material Supplier	5%	
Fashion Designer	4%	
Others	19%	

MARKET POSITION



TOP 10 VISITOR'S COUNTRY

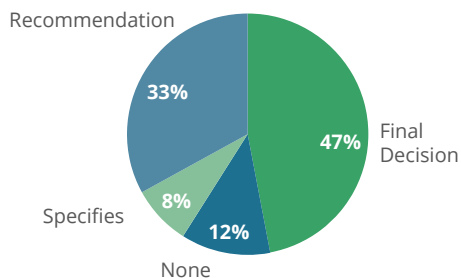
- 1) Brazil
- 2) Bangladesh
- 3) Argentina
- 4) Paraguay
- 5) Uruguay
- 6) Peru
- 7) Pakistan
- 8) India
- 9) Germany
- 10) Chile



“ Today our largest market is concentrated in South of Brazil and in the city of Sao Paulo, in the sales of viscose and polyester textured. However the company is investing in new products to increase our market and we brought to GOTEX Show a launch focused in beach and sportswear collection”, Mrs. Thais Correa, Ascentex's business development manager, a Singapore company specialized in yarns.



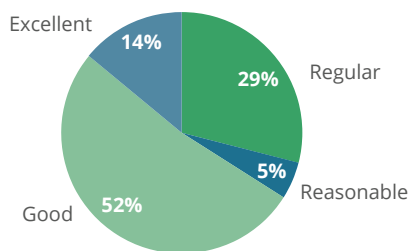
VISITOR'S DECISION LEVEL



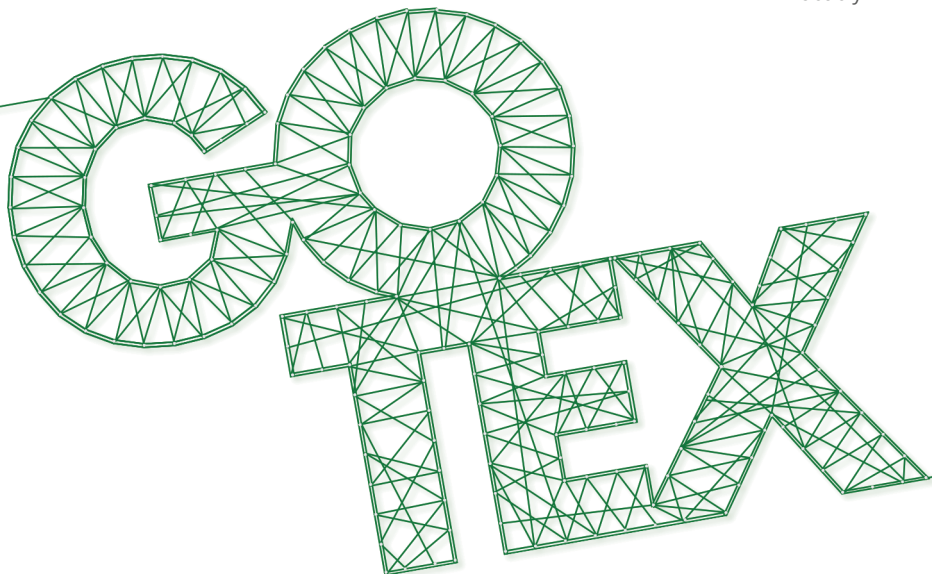
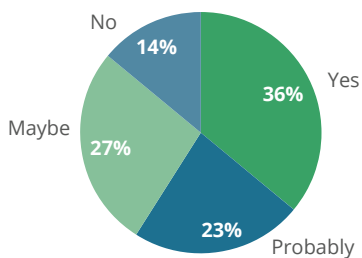
GOTEX SHOW'S MAIN VISITORS

C&A, Riachuelo, Via Veneto, Brooksfield, Harry's, Puket, MMartan, Besni, Barreds, Paramount Group, Brandili, Jurgensen, Focus Textil and more.

VISITOR'S SATISFACTION



"WILL YOU RETURN TO 2016'S EDITION?"



SIMULTANEOUS EVENTS

Dedicated to knowledge and exchange of information and experiences, GOTEX Show promoted lectures focusing on clothing e-commerce, the perspective of fashion e-commerce in Brazil and the impact of fashion blogging in brands communication

With over 20 years of experience in the field of Information Technology (IT), the Sebrae-SP specialist Mr. Jairo Lobo Migues open the program with the theme **“Clothing e-commerce: a new channel to increase your sales”**. Jairo spoke the advantages and challenges involving the implementation of the service over the Internet. “We live today in a digital society and the e-commerce world offers endless possibilities. But it needs to plan. Having a well-structured business plan is the key: know your market and search for detailed information about your business, products and services, competition and suppliers contribute to the viability of the idea and the company's management”. The specialist also emphasized advertising and communication as key items for success.

In progress to the theme **“Fashion E-commerce Perspective in Brazil”** Jairo continued the second speech sustaining that Brazil has emerged increasingly in electronic commerce. The fashion market is a good example of success in the e-commerce world, being one of the leaders in online sales ranking.



“The Impact of Fashion Blogging in Brands Communication” speech given by the teacher Dr.^a Carol Garcia, University Belas Artes of Sao Paulo, spoke about the expression of blogs and how it registers moments and thoughts of those who write them, it can draw attention of an audience that shares the same ideas or habits. The fashion industry is alert to the possible niches or specific audiences that can leverage a potential business. According to the speaker to succeed in the market the writer must have some precaution to publish more professional photos, enter keywords and share relevant content. Take care of design, ease navigation webpage and post short videos so the reader does not disperse and lose interest were some of the tips discussed throughout the presentation.

NEW DESIGNERS BRAZIL



The main attraction of the 1st night of the event was the GOTEX Fashion Show presenting the 10 finalists of the New Designers Brazil contest (NDB). The project purposes to promote integration between fashion students of the leading Sao Paulo universities and fabrics manufacturers from the international textile market.

The fashion students subscribed developed a four outfit collection, one for each fabric sponsored by GOTEX's exhibitors, and inspired on the theme "Piratininga: the Sao Paulo of mixed ethnicities". In addition they had to reproduce of one outfit created for the doll Susi or Beto, of Brinquedos Estrela – Brazilian toy manufacturer.

The contest final featured a fashion show with these 10 collections. The participants were evaluated in creativity, originality, concept, adaptation to the theme and season – winter 2016.

Francesco Bogarin, 20 years-old student at the Anhanguera University was the winner of the 2nd edition of NDB with the collection "Border Crop". "I was inspired in Bom Retiro, neighborhood where I live and where there is a lot of mixture and mixed cultures. There is established the vanguard, the differences and fashion of Sao Paulo", said the winner awarded with a fashion research trip to China.



Another highlight of the evening was the presentation of the invited designer Jessica Jin, who won the 1st edition of NDB held in 2014. The Jinju collection was inspired by the Brazilian Indians Karajás and the fairy tales of Korean typical.

New Designers Brazil 2015 was presented by GOTEX Show and Estrela, sponsored by the Organizing Committee and by the Chinese manufacturers Hualu, Lita, Xinmei and Shaoxing Ruby. Alongside the winner there were the finalists: Danilo Ibrahim and Jack Vailatt, from SENAI; Fernanda Douat, Mariana Takikawa and Renata De La Rosa, from IED - Istituto Europeo di Design; Rafael Scaranaro, Anhanguera University; Luiza Zanutto, SENAC; Marina Rodrigues from Belas Artes University; and Rodrigo Rooka, from Anhembi Morumbi.

SIMULTANEOUS DISPLAYS

Exhibitions enrich the visiting public and exhibitors over the three day event. The idea was to bring to professionals the most diverse solutions and applications of the products displayed at GOTEX Show. In addition to the 40 looks presented at the GOTEX Fashion Show displayed for everyone see closely the ten finalists' creations.

The Exhibitor Products Display presented an exceptional curate of products found in the booths, with a wide variety of colors, trends, textures and materials. Participate in this exhibition about 35 exhibitors bringing its various products such as accessories, buckles, buttons and trims, beach and sportswear, technological fabrics and home wear in a setting composed of objects that refer to the textile atmosphere.



MEDIA EXPOSURE



- 134 ARTICLES PUBLISHED
- DAILY NEWSLETTER

SUPPORT





GOTEX
SHOW

GO
TEXTILE
SHOW

2016
SEPTEMBER 20th
to SEPTEMBER 22th

INTERNATIONAL
**TEXTILE
FAIR**

EXPO CENTER NORTE YELLOW PAVILION - SÃO PAULO - BRAZIL

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