



GOTEX SHOW

INTERNATIONAL TEXTILE FAIR

POST SHOW REPORT 2018

VENUE:



INSTITUTIONAL SUPPORT:



BUSINESS, PROFESSIONAL NETWORKING AND FASHION TRENDS WERE SCOPE AT THE 6TH EDITION OF THE GOTEX SHOW



The 6th edition of the GOTEX Show - International Textile Products Fair – gathered more than 100 exhibiting brands bringing launches in fabrics, garments (women's, men's and children's collection), lingerie, sportswear, accessories and home textile. Exhibitors from Brazil, China, South Korea, Egypt, Hong Kong, Mexico, Pakistan and Peru participated in this edition held from September 11 to 13, 2018, at the Expo Center Norte, in the city of Sao Paulo - Brazil.

International business platform and business generation GOTEX 2018 offered a wide range of products, new trends, technologies and opportunities for the entire textile chain. The three-days event received professionals from the textile sector among wholesaler, manufacturers, buyers of large magazines, importers, designers, stylists and other industry professionals.

"In my opinion the event provides networking and relationship between people. Especially for those who do not have the opportunity to travel to conduct international business, GOTEX Show is a great connection. The search for competitive prices is the most attractive. I also participated at the trends seminars which were very productive and made me see the show with another perspective."

Stated
Ms. Heloisa Oliveira from the company Focus
Têxtil.



VISITOR COUNTRIES:

BRAZIL
ARGENTINA
PERU
COLOMBIA

CHINA
EGYPT
PARAGUAY



VISITOR INTERESTS



INNOVATION FOR TEXTILE MARKET

BAMBOO FIBER, FUNCTIONAL FABRICS AND DIGITAL PRINTING WERE THE MAIN ATTRACTION



The 2018 edition brought a range of differentiated products, always focused on offering new solutions for the textile chain. Among the exhibitors, Jihua Textile, which produces yarn, greige fabric and home textiles, offers cotton yarns, functional and high-density fibers, fabrics and bedding. The portfolio stands out for the 100% cotton fabrics and functional fibers of bamboo, modal and tencel.

"We are for the second year at the show focused on expanding our market in Brazil and South America. Today our main market is North America, but our goal is to create, through GOTEX, new contacts and develop local partners,"

commented

Patti from export and import area of the company.

"The fair is well organized. In the event we were able to collect some materials, research products and make contacts in order to continue negotiations in the future. In addition, we had a meeting with one of our suppliers. I was also at the Fashion Snoops Seminar, invited by Camila Toledo."

Giuliana Tanaka from Têxtil Suiça.

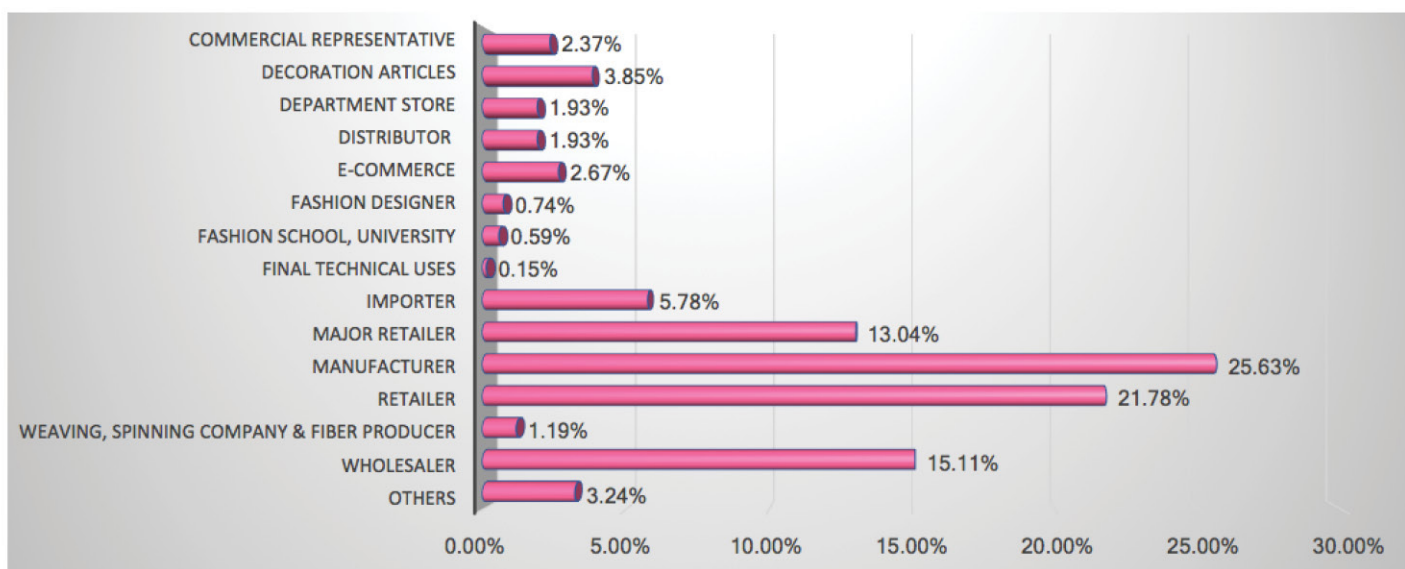
Another highlight in the event were the functional tissues. Shenyang Sunnitytex Apparel presented its range of fabrics with functional properties such as absorption and rapid drying of perspiration, antimicrobial properties, stain resistance, traction and tear, among other characteristics.

"This is the second consecutive year I visit the show. I've been looking for product diversity in the market I work, home textile. I found some companies that are already our suppliers and we could have a closer contact at the event."

Renata Longhini from Andreza Enxovais.

With two collections a year, Fine Print Digital Printing presented at GOTEX Show the latest launches in printing. Using state-of-the-art technology in digital printing, the brand highlighted the animal print, floral and textured fabrics as bets for upcoming seasons. Rafael Coppo emphasized the third participation of the brand in the event, focusing on expanding contacts in the sector and performing in the domestic market.

VISITOR PROFILE



The visitors were also able to check the latest fashion launches from Juruaia, the city became the lingerie capital of the State of Minas Gerais and the third largest manufacturer polo in Brazil. The lingerie manufacturing polo was at the event through ACIJU - Juruaia Commercial and Industrial Association – and Bressan, Brazilian lingerie brand that exhibited the new models of underwear and lingerie in cotton and microfiber.

"I really enjoyed the event. I believe the fair is a great opportunity for business relationship and business development. Many of our current suppliers have started a contact this way",

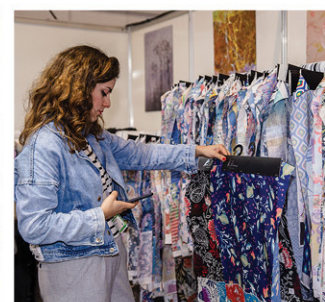
mentioned

Thiago Lessa from Alpargatas.

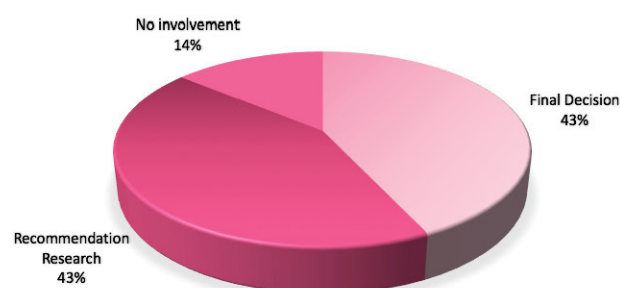
"The event was very well organized and I believe considering it has suppliers with different types of product it contributes to the professional relationship and development. I contacted some suppliers to know price and possible developments of clothing parts. I also enjoyed the lectures I participated on about Summer Trends 2020 and another on fabrics.",

commented

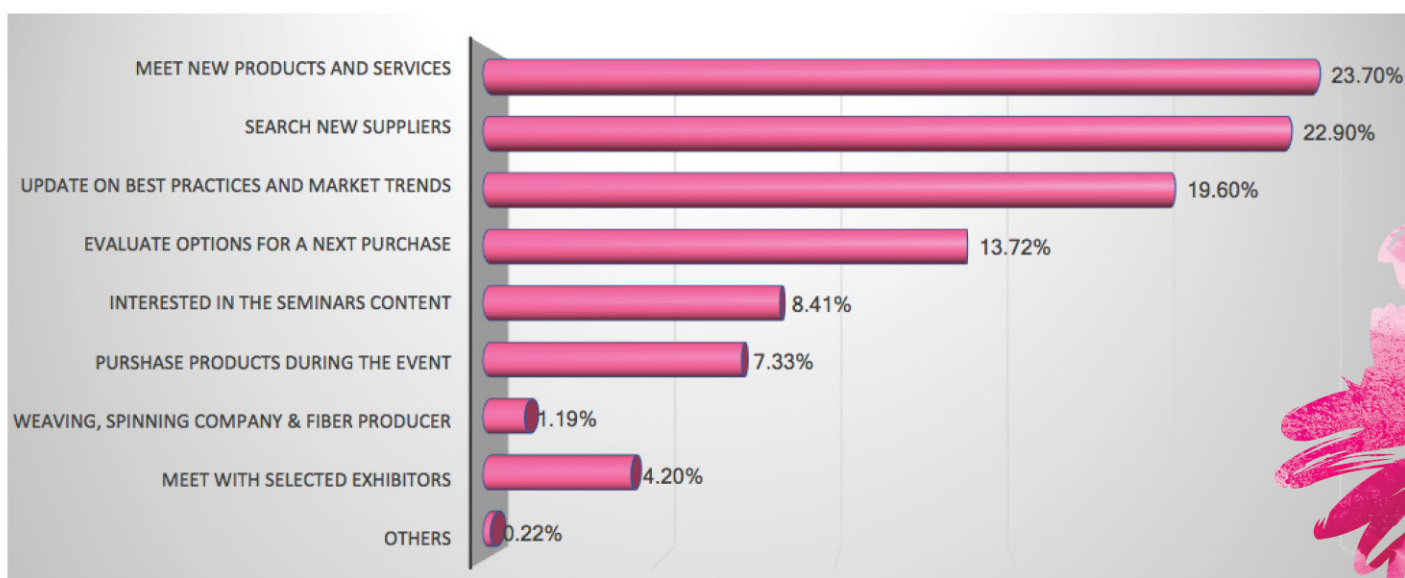
Daniel Luna from Luigi Bertolli brand (GEP Group).



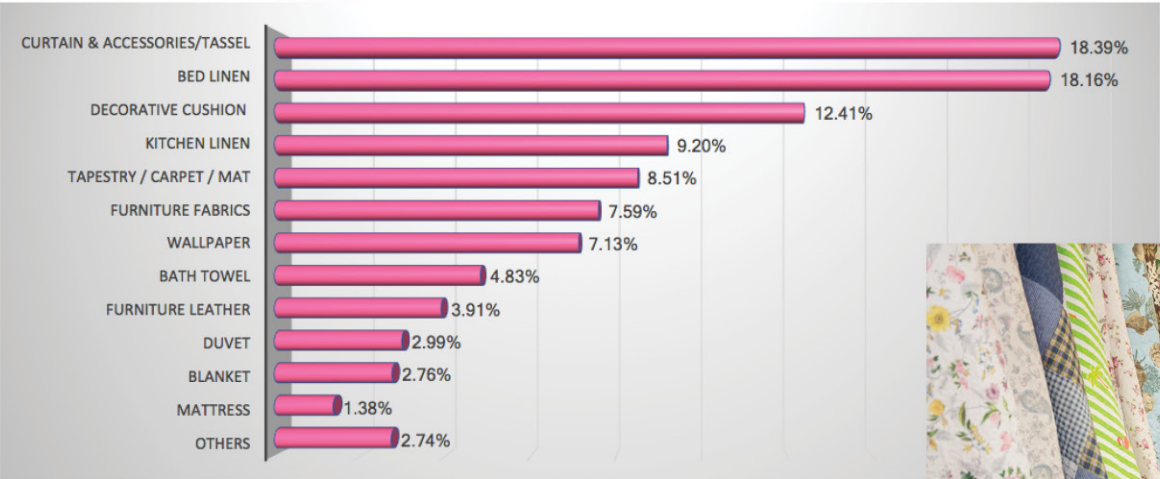
VISITOR PURCHASE DECISION LEVEL



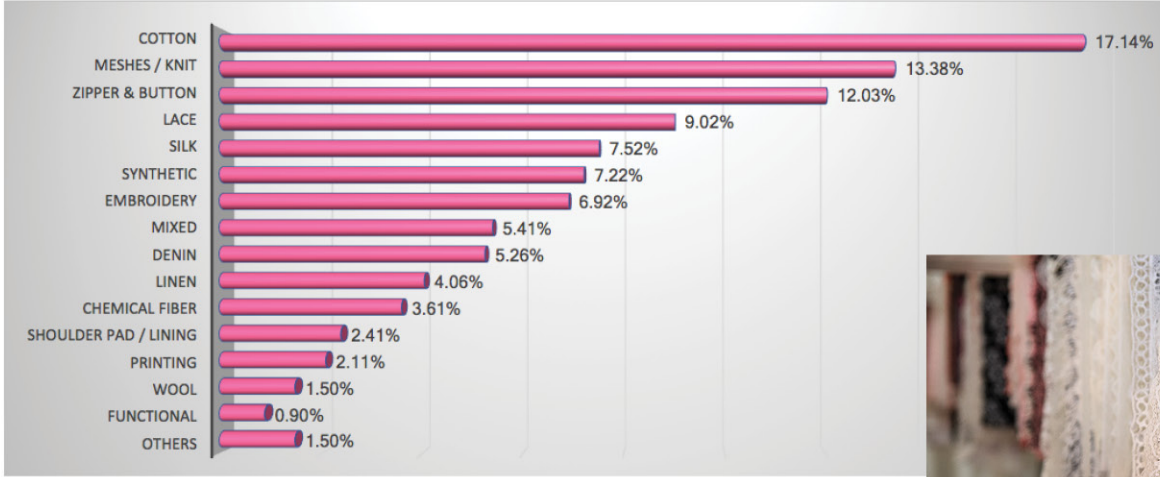
VISITOR MAIN GOALS AT GOTEX



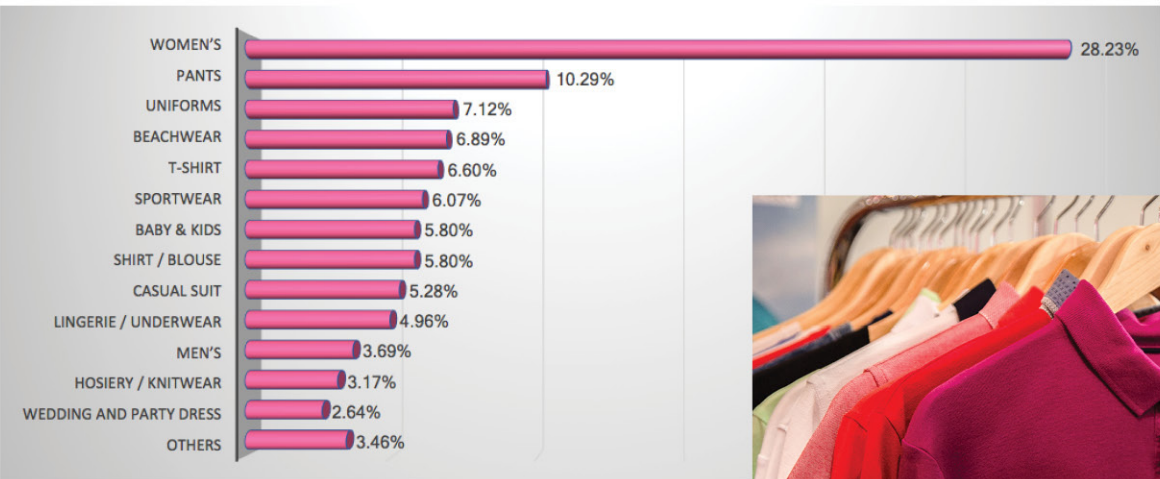
VISITOR MAIN INTEREST – HOME TEXTILE



VISITOR MAIN INTEREST FASHION FABRICS, YARNS & ACCESSORIES



VISITOR MAIN INTEREST GARMENT & ACCESSORIES



SIMULTANEOUS EVENTS

FASHION TRENDS, DESIGNS FOR FABRICS, PRINTING AND HOME TEXTILE.

This year, the trends seminars of the event contemplated every day of the show, allowing visitors to have greater access to exclusive content.

Julia Curan, consultant for WGSN, the world's largest trend research platform, spoke about women's fashion for Winter 2019, covering the main highlights of the four biggest fashion weeks in the world (London, Paris, Milan and New York). Speaker at the event Ms. Adriana Boulos, Studio Director of Adriana Boulos, spoke about design inspirations and trends for fabrics printing and its most varied applications.



Once again Fashion Snoops brought the most updated trends for the coming seasons. Camila Toledo, director of the trend bureau, anticipated everything about the main concepts, colors, fabrics, prints and silhouettes of Summer 2020.

Camila also presented a second lecture, focusing on trends for home fashion. Angelica Marangoni, director of textile research and development at Tendenza del Tessuto spoke about fabric trends and how to implement them in the domestic market.

The seminars contributed as a basis for visitors and buyers to search the most current products for their upcoming collections at GOTEX Show.



HOME TEXTILE

In the last year, the Brazilian bed, table and bath sector produced 954.6 million pieces (4% growth), in value around \$17.95 billion of local currency (up 9.2%). In line with this scenario, GOTEX 2018 has expanded the number of exhibitors focused on this sector and has brought unprecedented trends to the home textile fashion. Bedding sets, quilts, duvets, blankets, curtains, cushion covers, blankets, rugs and fabrics like jacquard, polyester microfiber and suede were some of the products that visitors were amused at the trade show.



INTERNATIONAL BUSINESS OPPORTUNITIES

The Egypt Embassy in São Paulo city was present at GOTEX Show. Representing over 20 textile Egyptian companies the entity aimed the business opportunities in Brazil. Last year, Egypt government signed a free trade agreement with MERCOSUR, the first agreement of this modality to be celebrated by the South American trade bloc with country of the African continent and Arab countries. "The agreement establishes a gradual tariff reduction, reaching in 10 years to zero tariff. In addition to the Mercosur-Egypt agreement, the country has free trade agreements with others 77 countries in the world," said Mohamed Elkhatab, the commercial consul of the office.

The Mexico-Brazil Chamber of Commerce – Camebra, was also present at GOTEX Show with the objective of increasing bilateral business relations between countries. Last year, Mexico was the sixth country with the highest flow of trade with Brazil, when Brazilian shipments totaled US \$4.514 billion - growth of 18.39% compared to 2016. According to Mauricio Lambiasi, director of Camebra in Brazil, Mexico represents a large market of 120 million people.

Mexico has trade agreements in the textile sector with Colombia, Peru and some Central American countries and considering Brazil and Mexico are the two largest economies in Latin America, having an agreement between the two countries would be a natural path.

MEDIA EXPOSURE

Presence during the event of the main textile media vehicles.



Nº BETA



FASHION
— NETWORK —

SUCESSO
network marketing

revista
textil

MJC | Textília
I Grupo Editorial da Cadeia Têxtil Brasil

WORLD
FASHION
+ Varejo

Guia
JeansWear.



Annual Press Service through dissemination of products and exhibitor launches attracting interest from the general and segmented media, as well as contributing to spontaneous media exposure and brand publicity.

GOTEX Show Nexsletter

Daily content on Facebook and Instagram pages;



GOTEX
SHOW

INTERNATIONAL TEXTILE FAIR

See you
in **2019**

SEPTEMBER 10TH
TO SEPTEMBER 12TH

**EXPO CENTER NORTE
YELLOW PAVILION
SÃO PAULO - BRAZIL**



GOTEX
SHOW

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