



# GOTEX SHOW

## INTERNATIONAL TEXTILE FAIR



# POST SHOW REPORT

### VENUE:



## EXPO CENTER NORTE

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### INSTITUTIONAL SUPPORT:



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# BUSINESS AND SUSTAINABILITY STAND OUT AT 7TH GOTEX SHOW

GOTEX SHOW event aimed at the textile sector held annually in São Paulo. Had its 7th edition at September 10 to 12, 2019, investing in a unique format to boost business, optimize opportunities and stimulate knowledge exchange between industry professionals.

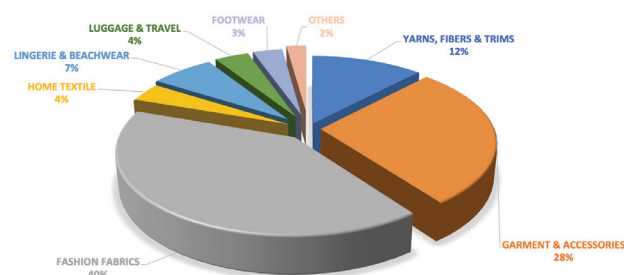
In another edition, GOTEX SHOW brought differentiated products and suppliers, focusing on the textile professional audience of buyers, retailers, manufacturers and importers, who seek innovations and trends in **fibers, yarns, fabrics, trims, home textile and apparel**. Companies from Brazil, China, Egypt, Mexico, Peru, Bolivia, Turkey and India participated in the exhibition.



This year's audience also featured an intense daily schedule of seminars covering the most current and relevant industry topics such as sustainability, fashion trends, digital marketing, ecommerce, new directions of commerce and much more.

"It's been seven years of GOTEX SHOW and in that time, we have overcome many challenges. GOTEX SHOW is today the main international trade show of the textile sector in Brazil and, each year, the event has grown and reached more successes and more partners. It comes to encounter the small and medium manufacturer and retailer, who sometimes faces difficulties to reach the international market", affirm **Mr. Henrique Reis**, from GOTEX SHOW committee.

## Visitor Interests



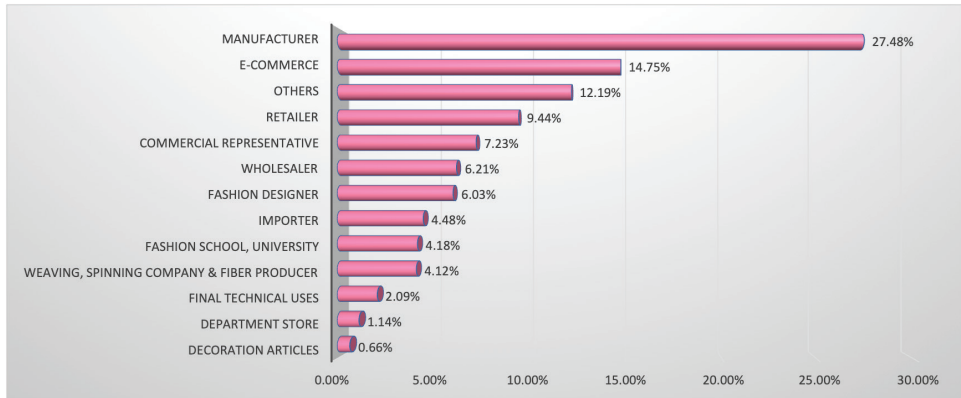
## Visitor Countries

ARGENTINA  
BOLIVIA  
BRAZIL  
CHINA  
PARAGUAY  
PERU  
SRILANKA  
TURKEY  
UNITED STATES

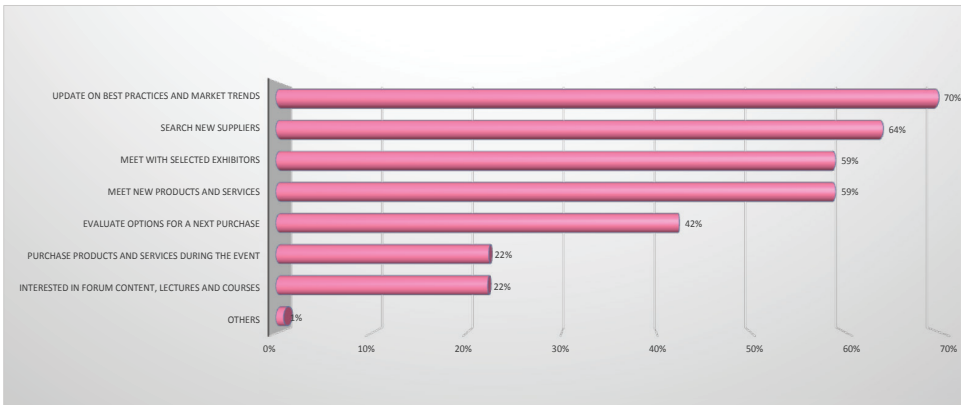




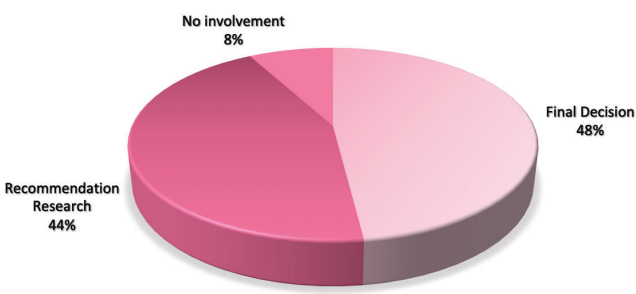
# Visitor Profile



# Visitor Main Goals at Gotex



# Visitor Purchase Decision Level

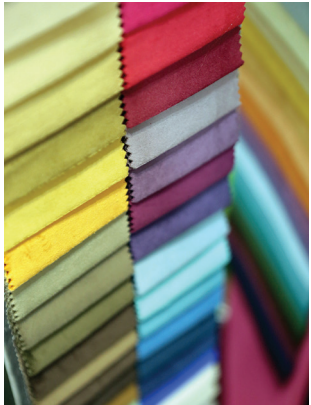
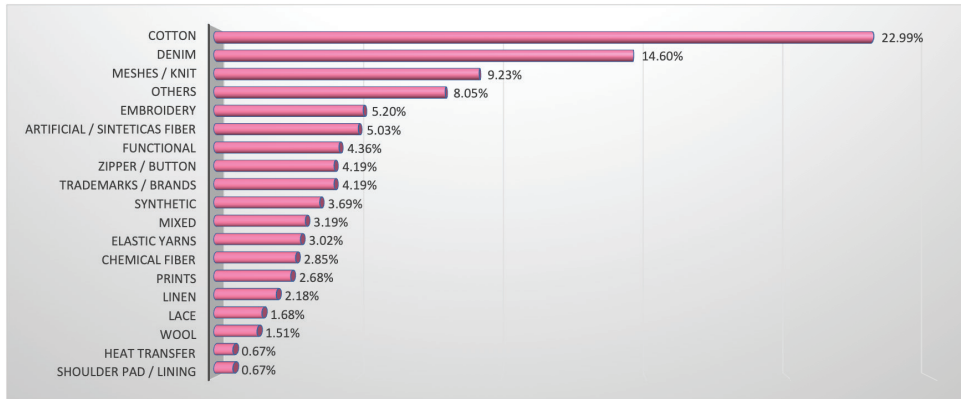


“We are participating for the second consecutive year of GOTEX SHOW. The Brazilian market has a lot of potential for our products and we want to explore more these opportunities. Today our products can already be found at Carrefour in Brazil. At the trade show we made many good contacts and with qualified professionals.”

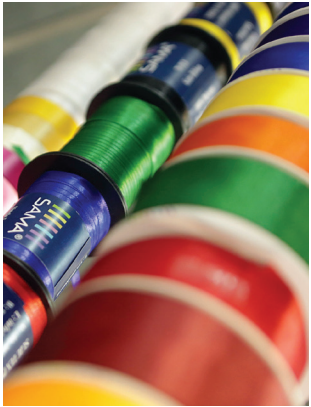
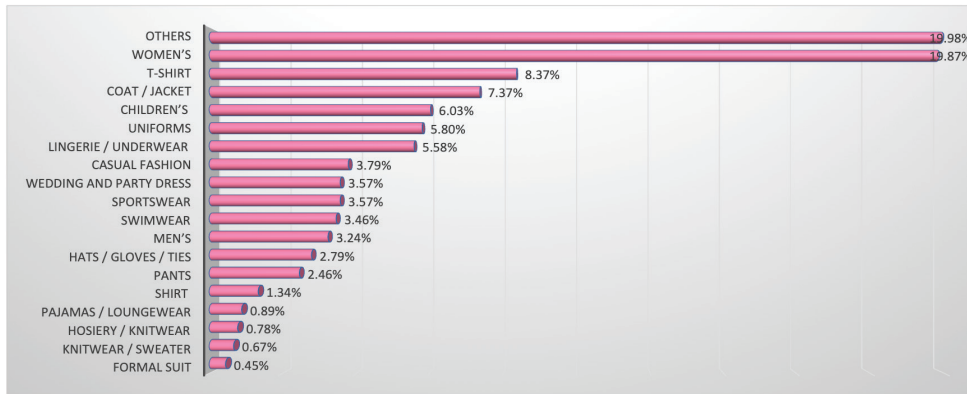
**Mr. Tony, sales manager at Olive Home, company specialized in home textiles.**



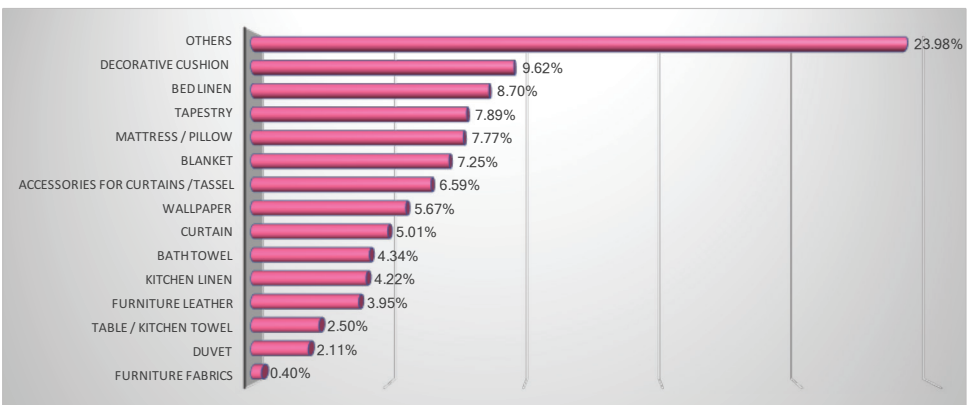
## Visitor Main Interest Fashion Fabrics,Yarns & Accessories



## Visitor Main Interest Garment & Accessories



## Visitor Main Interest – Home Textile







The exhibition highlights 100% cotton fabrics, yarns and fibers in various weights, high quality viscose and new sustainable solutions for the textile industry such as fabrics made from bamboo, fabrics developed from recycling of clothing and fibers from PET bottles, among many other innovations that move towards a more conscious fashion.

Continuing on sustainability, GOTEX SHOW 2019 innovated by promoting focused content through the **Flexibility, Digitization and Natural-Sustainable Forum**, led by Ms. Angalica Marangoni with the presence of renowned fashion designer Mr. Alexandre Herchcovitch.

Angelica commented on Fashion Pact, a pact signed at the G7 meeting in France that will encompass more than 150 fashion companies aimed at improving the quality of textile products by 2030, including policies such as tissue recycling and elimination of the use of micro plastics. Innovations already available in the market for sustainable fabrics and yarns includes: orange fiber – made from citrus juice byproducts; fabrics developed from banana tree; organic cotton; linen and leather from Pineapple peel. Another solution shown was natural dyeing and botanical printing, processes made from leaves and flowers.

Alexandre Herchcovitch shared his experience with the public ahead of the À La Garçonne brand, which uses recycled materials and works

with reframing pieces in his collections. According to the designer fashion nowadays is made more consciously, more sustainably and with reuse of materials. Alexandre also gave tips for those who want to start producing more sustainably. "A first step may be to intelligently reuse fabrics and other materials that are already in your stock," he said.



"We brought to GOTEX SHOW sheets sustainably produced, with organic cotton or made from recycled yarn, which today already corresponds to 10% of our production. All our products are certified and are already sold to the US, Europe and the Middle East. At the trade show we were able to make several contacts and get to know the Brazilian consumer better and what it needs and wants to buy. We saw, for example, that there is great demand for 100% cotton and organic cotton fabrics.", **Mr. Srihari, marketing manager at KG Denim, manufacturing group of apparel fabrics.**



“Having more responsibility for how the product is made is not a trend, it is an irreversible path.”, emphasized the stylist **Alexandre Herchcovitch**.

In terms of business and opportunities, for this edition, GOTEX SHOW implemented guided tours at the booths helping businessmen, manufacturers, retailers and importers to find the best products at the trade show. The exhibition also played host to business roundtables bringing together entrepreneurs interested in meeting suppliers and creating new partnerships.



## SIMULTANEOUS EVENTS

### Fashion Trends by Fashion Snoops

Represented by its director in Brazil, Ms. Camila Toledo, Fashion Snoops brought together textile manufacturers, retailers and designers from apparel, retail, decoration and consumer products markets. Fashion Snoops is the largest US platform for global trends and for the third consecutive year partner with GOTEX SHOW.

Camila Toledo has opened the seminar content showing the main fashion and design trends that are emerging in the market. With the theme **Women Winter 2020**, presented the main trends confirmed in color, key pieces, fabrics and prints, highlighting the macro trends that will permeate the season.

The importance of the home textiles segment is quite significant and with good prospects for the coming years, as consumers are increasingly concerned with purchasing differentiated home products, with design and following the decoration trends.

With these considerations, for the second year GOTEX SHOW brought exclusive content presented by Ms. Camila Toledo, showing the trends for **Home Fashion**, with main directions in fabrics and printing for 2020. Among the trends, a special look at color blocks, minimalism and geometric, besides the sophisticated rustic, much use of glass, transparency and acrylic. *“People today are looking for more practical homes. It’s time for design with purpose”* affirmed Camila.

The 7th GOTEX SHOW took place in the same period as the start of the International Fashion Weeks season. Intending to bring the most up-to-dated content to the visitor, was presented a preview of what will be seeing on **Summer 20/21** runways. On the last day of the show, Camila Toledo, focused on the macro trends for the season bringing three major inspirations: folk that brings inspirations in nature and country, with a lot of fabrics, references from the 70s, fringes and maxidresses; Executive fashion,



with the tailoring back with modern touches, high waist and suede and cotton fabrics. The last inspiration: romanticism, proposes a cheerful fashion, with a touch of lace, floral maxi and a great profusion of colors.



“Camila Toledo’s trend seminar brought very good content and was very interesting for our upcoming buying research on fabrics and other textile products for our apparel manufacturing company.” **Ms. Adriana Pires, from Linda de Morrer brand.**

## The Future of Ecommerce

Ana Melhado spoke about challenges and opportunities in the Brazilian ecommerce market. “The internet has brought a lot of good things like allowing the company or brand to have greater reach, as well as ease of purchase and agility. The key point is to understand who your consumer is and mapping the audience you want to reach” she said. Ana also spoke about Instagram, the largest communication platform in the country. “Today people are looking for real experiences and exchanges on the internet. We need to reevaluate the way we communicate and consume. Inspiring is better than influencing.”



## Digital Marketing Tools

Marcos Potasz, head of digital marketing at **AB-Comm – Brazilian Association of Ecommerce**, spoke about the importance of updating and following market changes to build a strong brand on the internet. Among the tips he gave at the lecture, Marcos commented tools that allows the schedule of posts simultaneously on various digital platforms, the creation of a calendar and analysis of information.



I came to GOTEX to present to the Brazilian market a series of sustainable innovations for the textile chain. In my portfolio are products such as fabrics made from bamboo and an innovation in packing and deliver the product to the consumer 100% plastic free. This is a new technology where we can, with materials from agriculture, such as corn, sugarcane and bamboo itself, replace plastic materials. Our product is 100% biodegradable and within 3 to 6 months already decomposes in nature. We made good contacts at the show and we will work to get the product coming soon here in the country and around the world”, affirmed **Mr. Ruchir R. Singhania, President of Sidhya Exim.**



## India Brazil Textile Meeting 2019 was held at GOTEX SHOW 2019

During the first day of the trade show was held the **India Brazil Textile Meeting 2019**. Promoted by Synthetic & Rayon Textiles Export Promotion Council - SRTEPC and organized by Hot-marketing. The business matchmaking aimed to bring closer Brazilian entrepreneurs in the textile sector to Indian suppliers from yarn, fabrics, apparel, embroidery and knitting, as well as textile supplies for furniture and decoration industry. In total the matchmaking received 50 companies from Brazil to meet with 15 Indian exhibitors from GOTEX SHOW.



## New Directions of Commerce by Sebrae-SP

Bruno Zamith, consultant at Sebrae-SP, brought the new directions of retail and questioned what the future shopping experience will be like. Among the successful cases presented are retailers and major magazines that already have 100% personalized service for each customer. *“Today we need to think about customer’s experience and journey, not just selling,”* he said.

“The **Bolivia Business Group** participated for the first time in GOTEX SHOW with the objective of presenting the Bolivian manufacturers, networking and achieving new partnerships. We were able to make contacts and show the material of 25 companies we represent this edition.” **Ms. Priscila Moura, stylist at Bolivia Business Group.**

“GOTEX SHOW is a great place to meet trends for years to come. I participated in great seminar for home textile market that brought a lot of information for fashion trends and market.” **Ms. Barbara Kilimnik, B2W digital, group owner of brands such as americanas.com, submarino, shop-time and soubarato.**





## MEDIA EXPUSURE

*Presence during the event of the main textile media vehicles.*



*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 Newsletter*

*Daily content on Facebook and Instagram pages*



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SHOW

**INTERNATIONAL TEXTILE FAIR**



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