



# Gotex Show 2022 Review

Venue:



Organizer:



Support:





# Great Business Opportunities Marked the 8th Edition of Gotex Show

GOTEX SHOW, the International Textile, Fashion and Business Encounter, which takes place annually in São Paulo, held its 8th special edition in hybrid format from November 29th to December 1st, 2022.

During its three days of the face-to-face event Gotex Show promoted great business opportunities and brought exclusive content to the industry audience. In addition to the possibilities of negotiations the event promoted online matchmaking, online meetings and a lot of networking. An exclusive lecture on fashion trend and foreign trade support was also offered to visitors.

In one more edition, the exhibitors of GOTEX SHOW brought differentiated and high quality products focusing on the professional visitor of buyers, manufacturers, importers, distributors and retailers who seek innovations, trends and novelties in the segments of fabrics, fibers, yarn, trims, home fashion and apparel.



## 8th Edition of Gotex Show's Highlights

Among the main highlights of this edition of GOTEX SHOW, visitors were able to see the great variety of synthetic and knit fabrics, since most of the exhibitors are manufacturers of these types of fabrics with a wide diversity of applications and are present in several countries contributing to the generation of important business opportunities for visitors.





This year the audience had the lecture presented by Camila Toledo, who has worked for 18 years in the fashion market and is trend director and spokesperson for the North American Fashion Snoops bureau in Brazil. The theme of her presentation was "Trends for the women's fashion market – summer 2023/24: themes, colors, fabrics, prints and key pieces", which fascinated and brought plenty knowledge to visitors.



"The Gotex Show is an international event just like the last edition with the participation of exhibitors from different countries where each brought the best creating exchange between the markets an excellent chance of complementarity between them this way all of them will have advantages.

In the previous seven editions we had the participation of exhibitors from Brazil, Bangladesh, Bolivia, China, South Korea, Egypt, United States, India, Italy, Mexico, Pakistan, Peru, Turkey and the African booth organized by Afrochamber (Afro-Brazilian Chamber of Commerce). In other words an increasingly international GOTEX is the event we want." stated Henrique Reis, international and institutional relations of GOTEX SHOW."





# Business opportunities

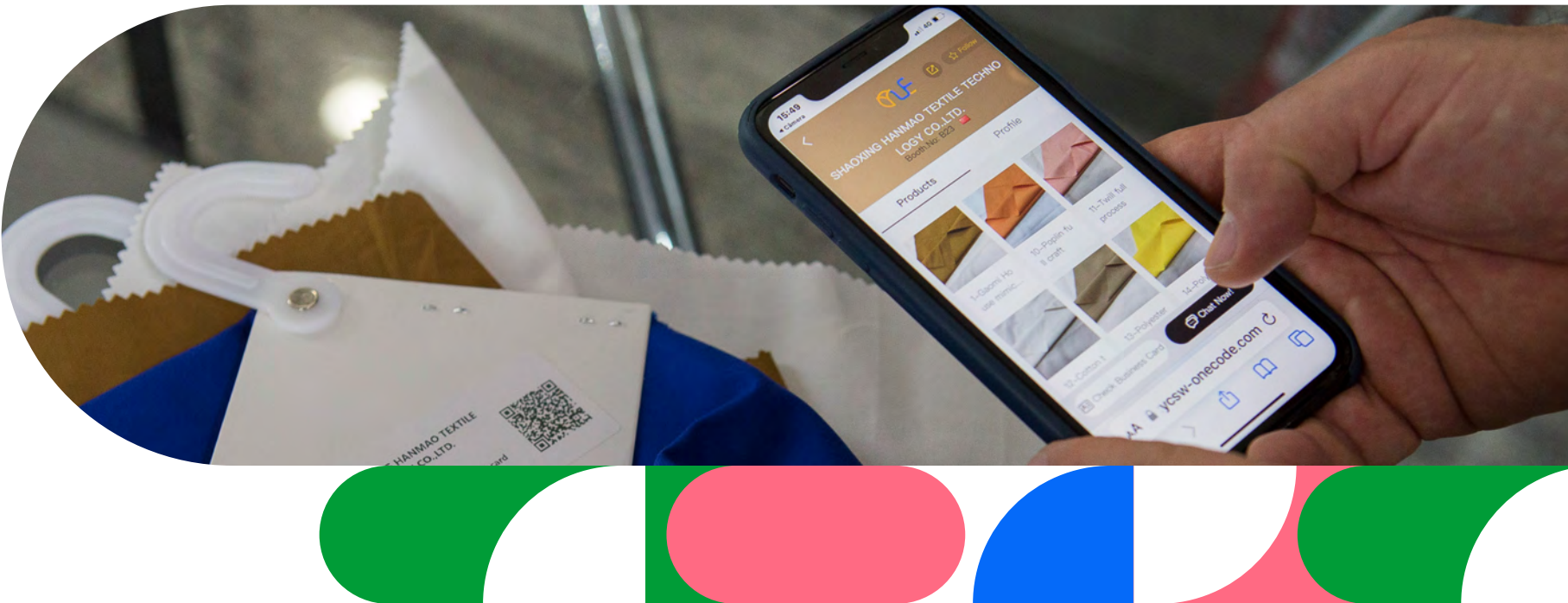
The Business Lounge is a space in Gotex Show reserved to support entrepreneurs interested in information on foreign trade was also activated, "some companies approached us saying that they were interested in some products and would like to better understand the import process, then we could explain in a simple way how the foreign trade procedures work, besides giving an idea of the costs to nationalize these products." said Alexandre Del Rosso Pires of BR Trade Advisory.



For the first time Gotex was organized in a hybrid format creating more opportunities for the visitor of the sector who was not able to attend the event in person. A week before the start of the event, there were online meetings with entrepreneurs from the textile dye sector in Brazil, who exchanged contacts and talked about their business intentions with three companies in the textile dye sector in China, which are on the list of the top ten suppliers in the world for the segment.

Although they already export their products to the Brazilian market and have customers consolidated in the country. They are interested in installing factories in Brazil and during the meetings these suppliers were able to know relevant details about the local market including its operation and basic regulations.

The format of the event also aroused the interest of entrepreneurs from other South American countries who could talk to suppliers in a virtual way, "we had companies from Argentina and Paraguay requesting meetings with exhibitors these companies saw the virtual catalog and were interested in some products," said Franchesco Lopez of FL Negócios, company that provides international consulting for entrepreneurs in Latin America.



A work done with several partners, including industry federations, chambers of commerce and associations disclosed to entrepreneurs the possibility of participating in Gotex remotely, there were two ways for that.

In the first way it was necessary to fill out a form with some data and specify the number of the supplier in the catalog and the products of interest, in total, more than 2 thousand filled forms were received.

The second way was through access to the Matchup platform, which was activated for a month and ended on December 16th. Gotex subscribers only needed to use the registered email and a standard password to enter the platform, see the products, suppliers and if they wished they could hold a meeting through the Matchup system itself. More than 500 companies accessed the system during its operating period.





On December 1st, a matchmaking was organized between companies that couldn't participate in person with HomeShow suppliers which was a pavilion of home textile products and home fashion in the event. 8 Brazilian companies held meetings with the 6 HomeShow exhibitors totaling 18 online meetings in a two-hour period.

According to the participants the meetings were very dynamic and interesting all with the help of an interpreter who was at the physical booth and used his camera to show the details of the exposed product to potential buyers.

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## Testimony

**Raquel Furlan**, a textile sector professional with 13 years of experience in the market was the representative of Shaoxing Beihong Textile at the **Gotex Show**. The company's flagship is embroidered fabrics for the manufacture of party fashion, women's fashion in general and something aimed at children's and men's fashion. Raquel said that Beihong's products have no domestic manufacture and the company already exports to Brazil.

For Raquel her participation in the **Gotex Show** was very positive and, according to her, major players in the market visited the event, including her booth. "These companies praised my products and many others that were exhibited at **Gotex**", said the professional who is convinced that the contact with traditional companies in Brazil certainly generates a good perspective for new business.

**Sandra Dolence** of LC International also believes that the company's participation in the **Gotex Show** was positive and projects that there are good business prospects. The company in which she operates is a trading importer of fabrics and yarns for the Brazilian market for more than 20 years and advises their clients from purchase to delivery.

# Gotex Show 2022 Numbers

Visitors from all over Brazil:

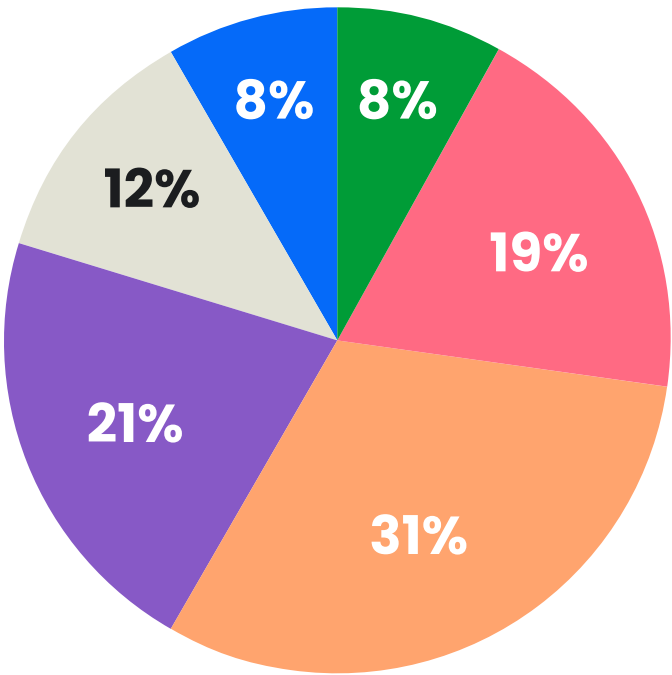
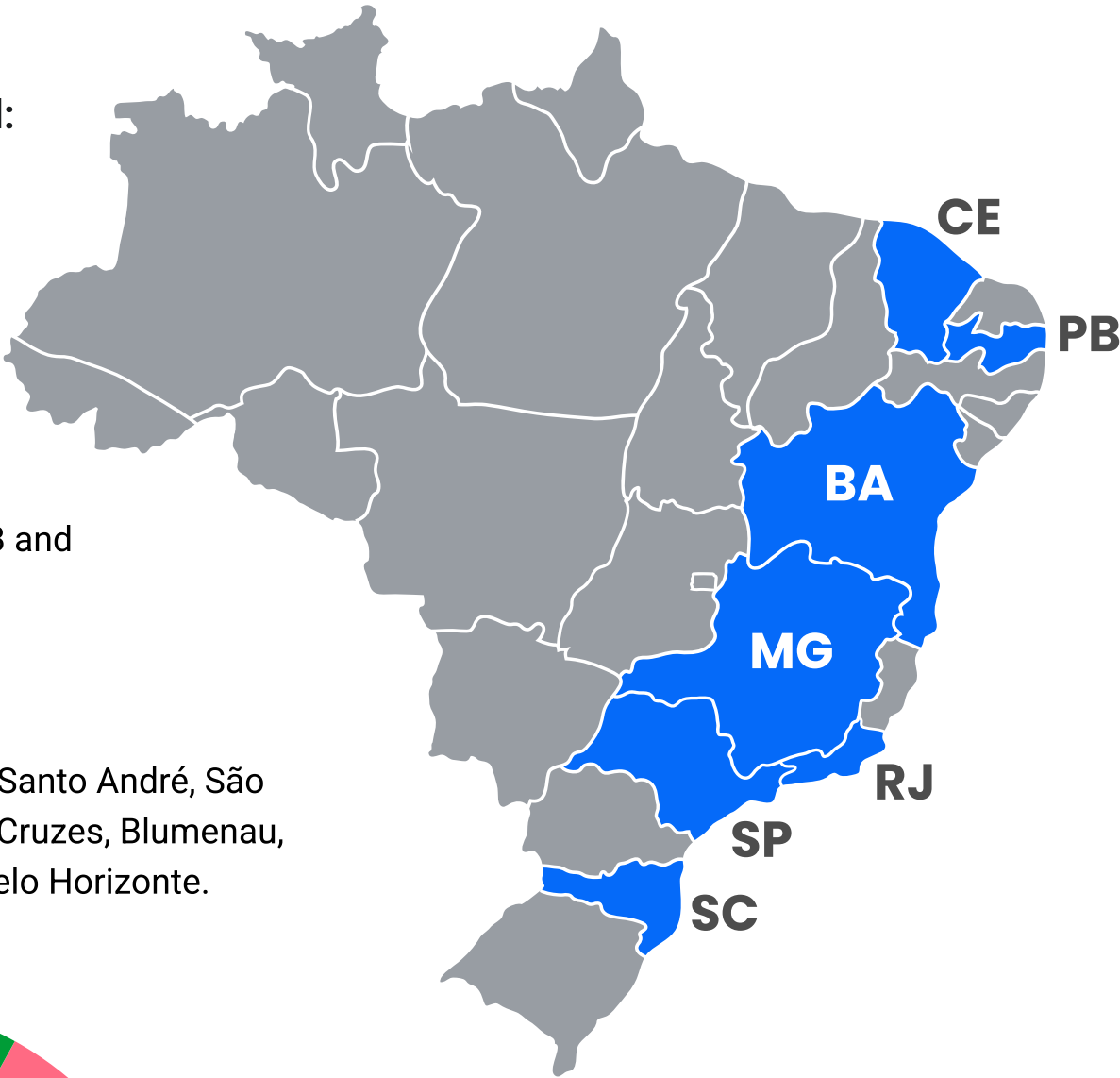
2000 m<sup>2</sup>  
of exhibit area

86 exhibitors

7 states (SP, RJ, SC, MG, BA, PB and CE) and 22 cities.

Top 10 visitor cities:

São Paulo, Guarulhos, Osasco, Santo André, São Bernardo do Campo, Mogi das Cruzes, Blumenau, Florianópolis, Rio de Janeiro, Belo Horizonte.



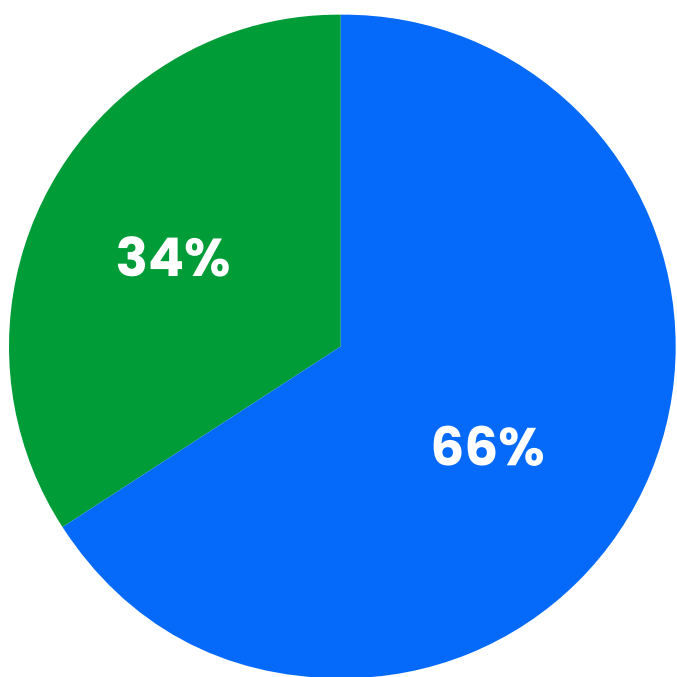
Visitors by age:



Visitor profile:

22%	Retailer
21%	Manufacturer
12%	Commercial Representative
8%	Wholesaler
7%	Fashion School and University

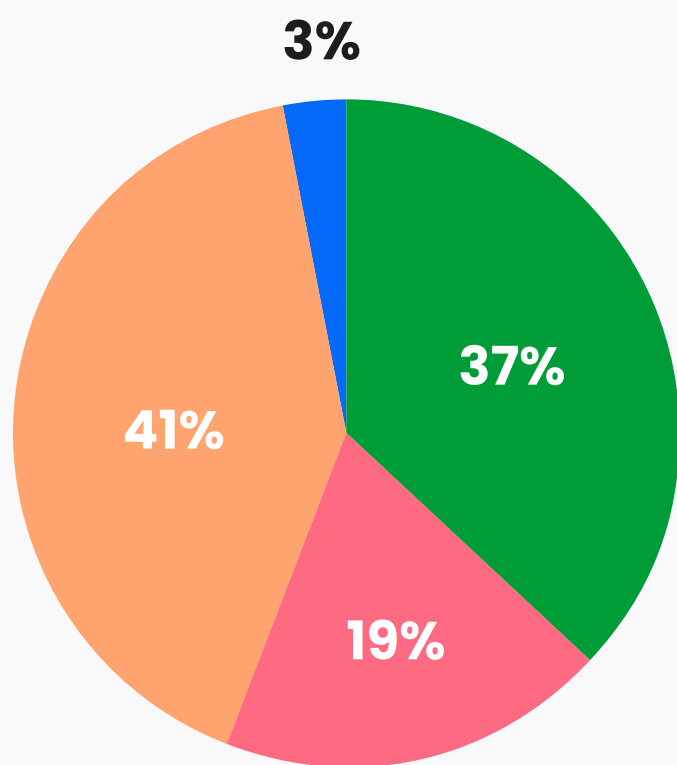
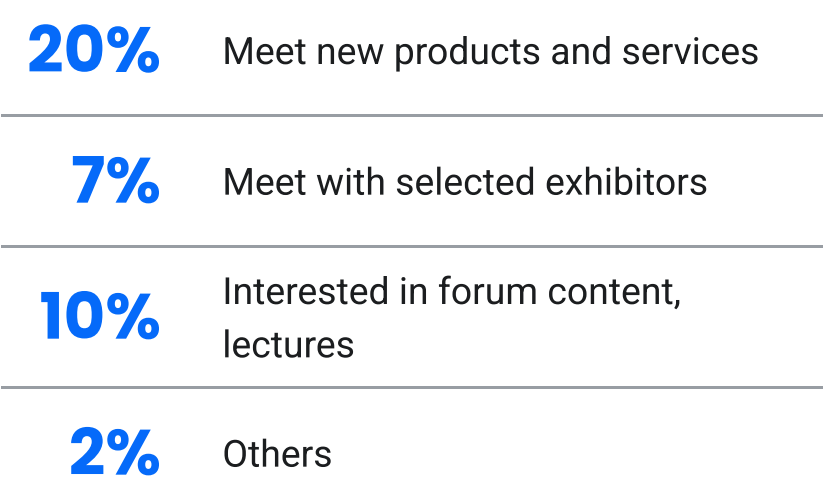
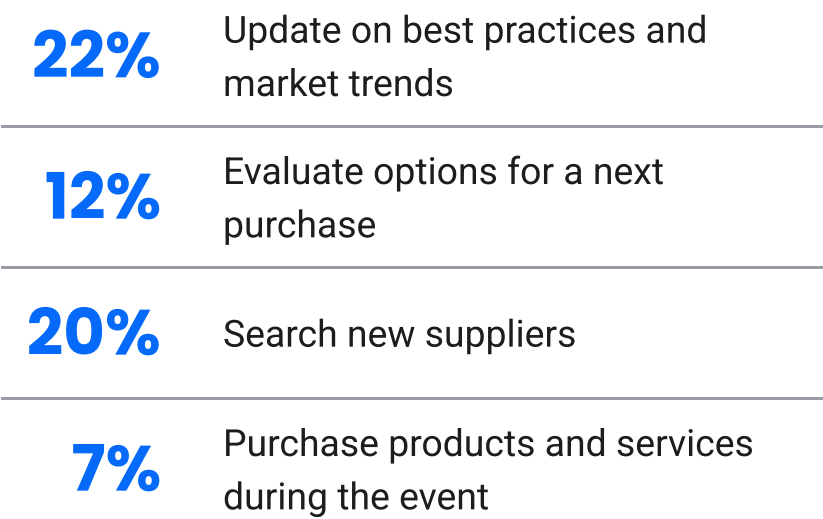
7%	Importer
7%	Designer
6%	Others
5%	E-commerce
5%	Distributor



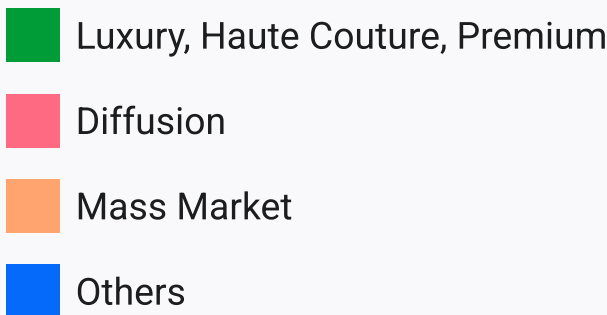
Visitor by gender:



Visit main goals at Gotex:



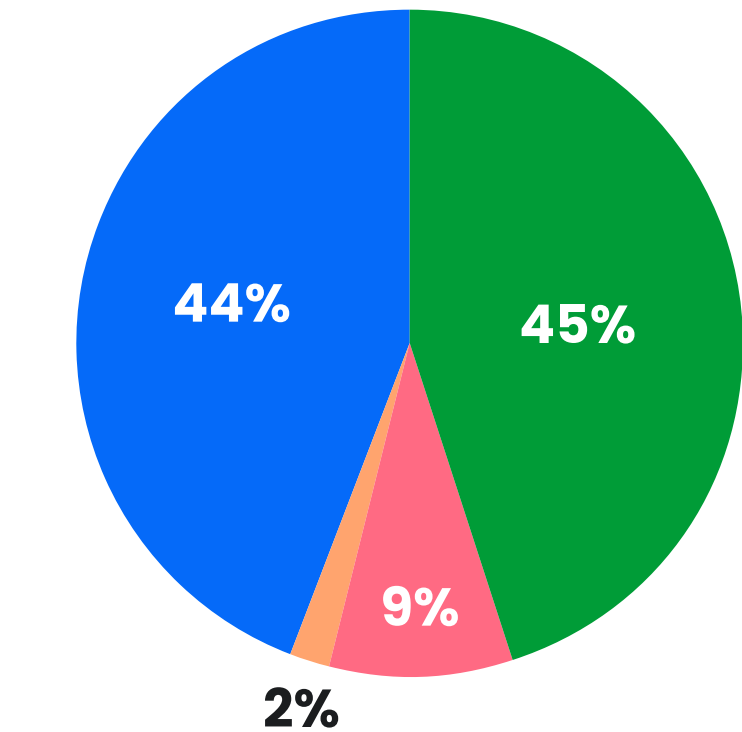
Market position:





Visitor main occupation:

3,4%	Foreign trade	15,18%	Others
4,45%	Purchase	16,49%	R&D
8,12%	Director / General Managers	6,28%	Production
11,26%	Student	16,49%	Owner
3,93%	Marketing	14,4%	Sales



Visitor purchase decision level:

- Final decision
- No involvement
- Others
- Recommendation / Research

Visitor interests:

45,29%	Fabrics	4,19%	Lingerie & Beachwear
25,92%	Apparel & Accessories	2,88%	Home textile
9,42%	Yarn, fiber and trims	1,83%	Footwear
9,16%	Others	1,31%	Bag & Luggage



**GOTEX**  
SHOW

International Textile,  
Fashion and Business  
Encounter

# SEE YOU IN 2023!

**SEPTEMBER 12  
TO 14, 2023**

**Venue:** Pro Magno Eevents Center – 1º  
Pavimento – Address: Av. Profª Ida Kolb,  
513 – Casa Verde – São Paulo, SP, Brazil,  
CEP 02518-000

**Contact:** Mr. Henrique Reis | Ms. Lina Xu

**E-mail:** [sales@gotexshow.com.br](mailto:sales@gotexshow.com.br)

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