



## GOTEX SHOW 9TH EDITION

# Review Gotex Show 2023



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Pro Magno Centro de  
Eventos - 1st floor

# The 9th edition of Gotex Show promoted great business opportunities in the textile chain

The Gotex Show, an International Textile, Fashion, and Business Meeting held annually in São Paulo, held its 9th edition from September 12th to 14th, 2023. Over its three days, Gotex provided significant business opportunities and delivered exclusive content for the industry audience. With more than 200 exhibiting companies focused on supplying fabrics, accessories, yarns, trims, clothing, fashion accessories, and home fashion, in addition to business meetings and extensive networking opportunities. Exclusive lectures were also offered, where attendees could participate in:



Camila Toledo, from Fashion Snoops Brasil, provided an overview of the Summer 2025 Macro Trends - Women's Market. She also discussed Home Textiles, highlighting that, similar to fashion, trends for home fashion are reflecting the current moment of humanity concerning climate challenges and the impacts of a post-pandemic world.



Andrea Pinto, Coolhunter & Trends Researcher at Born-lab, discussed the new consumption trends, emphasizing that for brands and companies to survive in the future, it requires planning and an open mindset.



José Antonio Lima, a marketing professional, focused on the importance of digital presence and how each brand should assess the best platforms to reach its audience.







Denise Moraes, Creative Director of Brasil Fashion Trendy, presented the confirmation of the Winter 2024 - Women's collection, bringing together retailers, garment manufacturers, and designers in search of qualified information for the creation of upcoming collections.



Patrícia Souza, Director of Research and Trends at Fashion Ideas, presented the lecture "Dressing the Future: The Impact of AI on Fashion Business."



Once again, the exhibitors at Gotex Show presented differentiated and high-quality products, catering to a professional audience seeking innovations, trends, and novelties in segments such as fibers, yarns, fabrics, trims, home fashion, and apparel.



## +200 exhibitors

The fair brought together textile industry professionals, including entrepreneurs, retailers, distributors, garment manufacturers, and designers, who explored products and launches from over 200 exhibitors present at this edition. Throughout the corridors, there were fabrics, clothing, and accessories, yarns and trims, fashion accessories, and home fashion. Among the highlights were the wide range of synthetic fabrics and knits. The majority of participating companies are manufacturers of these types of fabrics, offering a diverse range of applications and presence in various countries, contributing significantly to generating important business opportunities for visitors.



# Sustainability in fashion



The gathering also sparked a broad discussion on sustainability in fashion. A significant portion of the exhibitors already operates with environmental certifications, such as ISO14001, ecological textile standard certification, and carbon footprint analysis, ensuring cleaner production with a reduced environmental impact.

Within the exhibition area, attendees could witness innovative products like the ecological blanket from Union Smart, made entirely from 100% recycled PET bottles. The blanket is manufactured through a special process that repurposes plastic bottles, transforming them into a durable and high-quality material.

“Let's say we produce 500 blankets (about 1 ton) using recycled PET yarn; we would achieve a 52% reduction in carbon dioxide emissions and a 39% reduction in energy consumption compared to the traditional manufacturing process,” explained Jensen, the company's general manager.

Also highlighted in the sustainability section were biomass buttons, which contain 20% sugarcane in their composition. They are primarily sold to Japan, China, and the UK, with the first two being the largest consumers of this type of article. With a wide range of products, the company Shanghai IRIS Accessories also produces buttons using inputs from corn and casein. Fishing net waste (nylon) collected from the sea gains new significance and is transformed into buttons. For the first time at the event, Zheng Yong Hui, General Manager, stated a desire to gauge the market, its opportunities, and engage in business with domestic companies.

In the fabrics section, the differential came through technological fibers that bring various functionalities to the final product, such as sun protection, water repellency, and thermal comfort.







# Networking

For Henrique Reis, the international relations representative of the event, the Gotex Show annually brings together suppliers from the global textile chain, creating a platform for interaction, networking, and business generation. "The textile gathering provides visitors with the opportunity to connect with key suppliers in the global textile market. Today, at the fair, we have companies that supply major industry brands such as Zara, H&M, Gap, and Uniqlo, among others," he emphasized.

The fair is an event that gathers numerous visitors around exhibitions, lectures, and networking sessions to discuss and present innovations in the textile market. "Besides getting to know other companies, those participating in a textile fair have the opportunity to learn firsthand about the sector's numbers and the main trends," Reis added.

The Business Lounge, a space at the Gotex Show reserved to support entrepreneurs interested in information about foreign trade, was also active. "Some companies approached us expressing interest in certain products and wanting to understand the importation process better. We were able to explain, in simple terms, how foreign trade procedures work, as well as provide an idea of the costs involved in nationalizing these products," mentioned Alexandre Del Rosso Pires from BR Trade Assessoria.

He also highlighted that the challenges of importing or exporting products from Brazil are significant.

"In this context, the gathering is an excellent opportunity to be close to your business partner and have the support of companies specialized in international trade."



# Testimonials

For the second time attending the event, Gislaine Carrijo, International Manager at ABCASA (Brazilian Association of Articles for Home, Decoration, Gifts, and Household Utilities), emphasized the importance of this approach to the Brazilian market for conducting business.

"The event is very organized and focused. You can assess suppliers well and easily find products. The national industry needs good partners to complement its production chain, with raw materials and inputs."

In an effort to carry out a business mission and bring together buyers and suppliers from the sectors of Bolivia, Colombia, and Peru, Jaqueline Rojas, General Manager of CMS Solutions, attended the invitation of Gotex Show and FL Negócios Internacional. Participating for the first time, Jaqueline positively evaluated the event.

"I really liked the organization, segmentation, and layout of the fair. In addition to the interpreters, who guide very well and are very helpful, facilitating information and business among entrepreneurs," she concluded.





# Gotex Show 2023 em números

6184 m2  
of area  
224  
exhibitors



## Top 15 visitor cities:

1. São Paulo
2. Guarulhos
3. Santo André
4. São Bernardo do Campo
5. Itaquaquecetuba
6. São Caetano
7. Jundiaí
8. Americana
9. Belo Horizonte
10. Mogi das Cruzes
11. Itajaí
12. Curitiba
13. Monte Sião
14. Rio de Janeiro
15. Blumenau

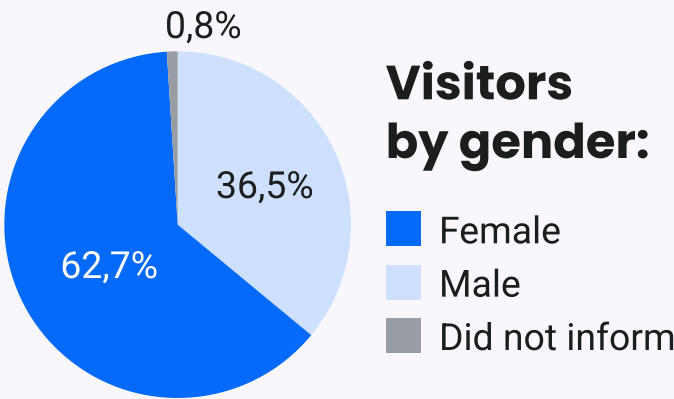
## Top visitor states:

- |                        |       |
|------------------------|-------|
| 1. São Paulo           | 86,2% |
| 2. Minas Gerais        | 3,5%  |
| 3. Santa Catarina      | 3,2%  |
| 4. Paraná              | 1,5%  |
| 5. Rio de Janeiro      | 1,3%  |
| 6. Rio Grande do Sul   | 0,7%  |
| 7. Rio Grande do Norte | 0,3%  |
| 8. Mato Grosso         | 0,3%  |
| 9. Others              | 3%    |

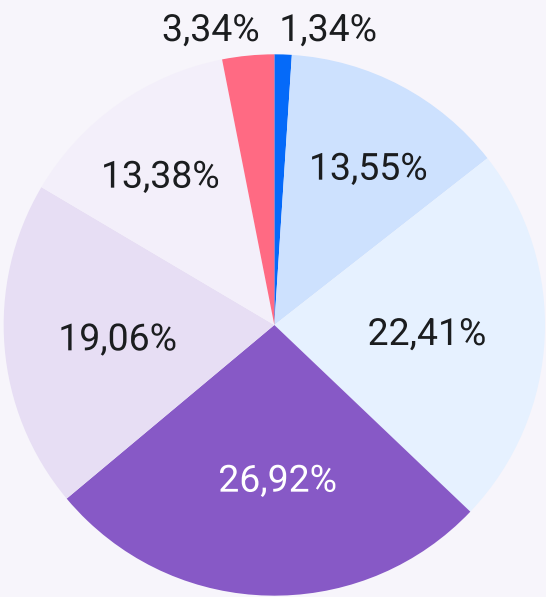
## International visitors

1. Argentina
2. China
3. Bolívia
4. Mexico
5. Uruguay
6. Colombia
7. United States of America

## Visitors by gender:





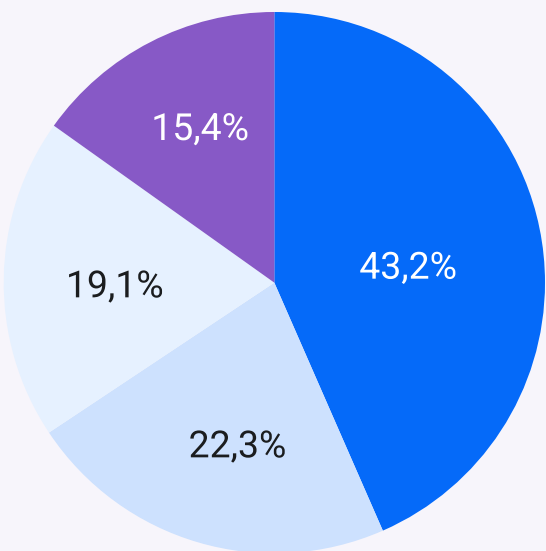


Visitors by age:

- 0-18
- 19-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66 and older

Visitor profile:

|                |     |
|----------------|-----|
| Manufacturer   | 21% |
| Wholesaler     | 14% |
| Importer       | 11% |
| Designer       | 10% |
| Retailer       | 9%  |
| University     | 9%  |
| Others         | 8%  |
| Distributor    | 7%  |
| E-commerce     | 6%  |
| Fashion School | 5%  |



Market position:

- Mass market
- Luxury, Haute Couture
- Diffusion
- Others

Main segments of interest:

|                        |     |
|------------------------|-----|
| Fabrics                | 39% |
| Garments & Accessories | 26% |
| Yarn, Fiber and Trims  | 12% |
| Lingerie & Beachwear   | 9%  |
| Home Textile           | 7%  |
| Others                 | 4%  |
| Luggage & Travel       | 2%  |
| Footwear               | 1%  |

Participation in decision making in the purchasing process

|                       |       |
|-----------------------|-------|
| Final decision        | 45%   |
| Recommendation/Search | 44,2% |
| No participation      | 8,6%  |
| Others                | 2,1%  |

Visitors main occupation:

|                          |       |               |       |
|--------------------------|-------|---------------|-------|
| Owner                    | 16,5% | Production    | 6,3%  |
| R&D                      | 16,5% | Shopping      | 4,4%  |
| Sales                    | 14,4% | Marketing     | 3,9%  |
| Student                  | 11,2% | Foreign trade | 3,4%  |
| Director/General Manager | 8,1%  | Others        | 15,2% |

Visitors main goals at Gotex:

|   |     |
|---|-----|
| 1. Update on best practices and market trends         | 23% |
| 2. Search for new suppliers                           | 21% |
| 3. Discover new products and services                 | 20% |
| 4. Evaluate options for a future purchase             | 13% |
| 5. Interested in forum content, lectures and courses  | 11% |
| 6. Purchase of products and services during the event | 6%  |
| 7. Meet with selected exhibitors                      | 5%  |
| 8. Others   | 1%  |



**See you in 2024**

**From august 20th  
to 22nd 2024**

**Venue:** Distrito Anhembi – Olavo Fontoura  
Avenue, 1209 – Expo Exhibition Pavilion 1 –  
Santana, São Paulo – SP, 02012-021

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