

future.

However, there are a number of other areas in the automotive industry where the use of textiles is expected to expand or new applications for textiles are expected to be found in the years ahead.

### Asia will account for over half of global nonwoven fabric production by 2020

Asia will account for over half of global nonwoven fabric production by 2020, according to a report in the latest issue of Technical Textile Markets from the business information company Textiles Intelligence. Between 2001 and 2011 production more or less trebled. As a result, Asia accounted for over 40% of global nonwoven fabric production in 2011.

In 2011 alone, nonwoven fabric production in Asia increased by 7.4% to 3.1 million tons after rising by 10.0% in 2010 and 13.1% in 2009.

These strong growth rates reflect rising usage of nonwovens in Asia as countries in the region continue to industrialise. Furthermore, developments and innovations in the field of nonwovens are leading to the opening up of new applications for nonwovens and, in turn, resulting in an increase in nonwovens usage.

Among the major nonwoven fabric producing countries in Asia, China accounted for about two-thirds, or 2.1 million tons, of total Asian production in 2011 making it the largest producing country by far.

Furthermore, its share was up sharply compared with 2001, reflecting much faster growth in Chinese production between 2001 and 2011 than elsewhere in Asia. Indeed, output in China increased almost five-fold over this ten-year period, from just 417,000 tons at the start.

The most important category of nonwoven fabrics produced in Asia in terms of production process in 2011 was, by far, that of spunbonded and meltblown nonwoven fabrics with a 44.2% share.

However, the fastest growing category of nonwoven fabrics was that of spunlaced nonwoven fabrics with an average increase of 20.0% per annum between 2008 and 2011 and a rise of 21.8% in 2011 alone.

Many analysts have predicted unlimited growth in the use of nonwoven materials in Asia in the coming

years in several end use markets, including medical and healthcare, hygiene, filtration, agriculture and geotextiles, among others.

### Malaysian textile and clothing exports set to double by 2020

Malaysian textile and clothing exports are set to double to an annual value of US\$7.5 billion by 2020 after advancing strongly in 2011, according to a report in Issue No 158 of Textile Outlook International from the global business information company Textiles Intelligence.

In 2011 Malaysia's textile and clothing exports increased by a significant 28.4% to US\$3.8 billion. Within this total, textile exports grew by 33.5% to US\$2.5 billion, representing a 65.3% share of total textile and clothing exports, while clothing exports increased by 19.8% to US\$1.3 billion, representing a 34.7% share.

The Malaysian textile and clothing industry is hoping that the robust advances achieved in 2011 mark the start of a strong upward trend in its exports.

These hopes are based on ambitious government plans for further development of the textile and clothing industry, which involve a focus on high-tech and higher added value products -- in line with the Malaysian economy generally.

These plans reflect the fact that, despite rapid growth in other industrial sectors in recent years, the Malaysian government still regards textiles and clothing as an industry with potential.

Also, Malaysia is a particularly attractive location for foreign investors. The Malaysian government has demonstrated its support for and its commitment to business, and policies have been implemented to establish a favourable environment in which there are opportunities for companies to achieve growth and generate profits.

Several new growth areas in the textile and clothing industry have been identified for promotion in the country's Third Industrial Master Plan. These areas include industrial and home textiles, functional fabrics, ethnic fabrics and high-end fabrics and garments. In addition, there are plans for greater emphasis on key support facilities and services -- such as design houses, fashion centres, and specialised dyeing and finishing facilities.

## The chemical protective clothing market is set for robust growth

The market for chemical protective clothing is set for robust growth over the next few years, according to Issue No 42 of Performance Apparel Markets from the business information company Textiles Intelligence.

The threats posed by chemicals and other hazardous substances are greater than ever. Many thousands of different chemicals are being manufactured, transported and handled, and potential hazards exist at every stage of their life cycle.

These hazards are compounded by the ever-present risk that terrorist organisations and other activist groups may gain access to potentially lethal chemicals with the intent of using them as weapons to cause widespread destruction.

The need for personal protection has been clearly demonstrated over the past two decades by the large number of incidents involving the spread of contaminants. In response to such need, great strides have been made in the provision of personal protection and in preparing for such incidents.

Many innovative products have been developed recently for the chemical protective clothing market. Among these is a fabric made from cellulosic fibres which incorporates metal organic framework molecules (MOFs) that can selectively trap gases. Another important innovation is a material made from vertically aligned carbon nanotubes (CNTs) which can repel chemical and biological agents. Gore Chempak Selectively Permeable Fabric is liquid proof but also air-permeable and therefore able to control heat loss. Other significant innovations include a special self-cleaning cotton fabric incorporating a novel compound which produces antimicrobial compounds that kill bacteria and break down toxins, and a range of protective garments made from materials which can be safely landfilled or incinerated without harm to the environment.

Substantial challenges remain, not least those relating to funding. Worryingly, cutbacks in spending on emergency response services can not be ruled out given the dire state of many government budgets. But the prospects for the chemical protective clothing industry are good, even in well established markets such as the USA

and Europe. In particular, the US government has provided additional funding for chemical protective clothing as part of its Homeland Security initiative.

## The use of textiles in the automotive industry is set for significant growth

The use of textiles in the automotive industry is set for significant growth, according to a report in the latest issue of Technical Textile Markets from the business information company Textiles Intelligence. The average weight of textile materials in a mid-size car has increased from 20 kg in 2000 to 26 kg today, and by 2020 it is expected to reach 35 kg. The increase stems from a rise in demand for greater comfort and safety, and efforts aimed at reducing the weight of a vehicle in order to lower fuel consumption and CO2 emissions.

In terms of fabric type, it has been predicted that woven fabrics and knitted fabrics will continue to account for a predominant share of the global market for automotive textiles. This prediction holds true despite a rise in the use of nonwovens and an increase in the penetration of composites.

Nonwovens are being employed increasingly in vehicles because of their low weight and low cost. In fact, there are now more than 40 applications for nonwovens inside cars, equating to over 35 square metres of flat surfaces.

Furthermore, the use of recycled materials in nonwovens for automotive applications is increasing. A growing proportion of needlepunched nonwovens for automotive applications, for example, is being manufactured from recycled polyester derived from plastic bottles. There has also been an increase in the use of natural fibre nonwovens in vehicles. In many applications, natural fibre nonwovens are used as the substrate in composite parts.

In the future, there will be significant growth in the market for passive safety devices -- which include airbags and seat belts -- as a result of new US legislation which will make the fitting of side-impact airbags mandatory on all vehicles in 2013. The automotive safety market has grown faster than the automotive market as a whole for many years, and will continue to do so for the foreseeable

the global business information company Textiles Intelligence.

The main causes are weak demand in the supply chain and cutbacks by retail buyers and consumers stemming from the eurozone crisis and fiscal tightening by EU governments.

According to the latest data, EU textile and clothing exports to countries outside the European Union increased in value by 6.3% in 2012 whereas exports to other EU countries fell by 2.3%.

In textiles alone EU exports to non-EU countries were up by 2.9% while exports to other EU countries were down by 4.0%. A similar trend is evident in the case of clothing, with exports to countries outside the EU up by a healthy 10.1% but exports to other EU countries down by 1.0%.

There was strong growth in EU clothing exports to a number of emerging markets as EU exporters sought out new customers to offset declines in sales to customers in the EU. Exports to China, for example, were up in value by 33.3%. Exports to Colombia rose by 24.9%, to Macau by 27.6%, to Chile by 29.6%, to South Africa by 30.6%, to Brazil by 34.5% and to Venezuela by 52.2%.

There were also increases in exports to several other nations -- including Russia (up by 10.5%), Japan (up by 17.5%), the United Arab Emirates (UAE) (up by 18.3%), Saudi Arabia (up by 20.4%), South Korea (up by 20.7%), the USA (up by 24.1%) and Australia (up by 54.8%).

EU exporters were helped in 2012 by a 7.6% depreciation of the euro against the US dollar. This made selling abroad easier as many EU firms had the choice of maintaining their dollar prices and increasing their margins -- or cutting their dollar prices without sacrificing margins.

Looking ahead, opportunities for export growth should improve in 2014 as a further depreciation of the euro is predicted for the year.

### **Vietnam aims to become one of the top five textile and clothing exporters by 2020**

Vietnam has set out an objective to become one of the top five textile and clothing manufacturing and exporting nations by 2020 while simultaneously fostering social improvements and environmental

wellbeing, according to a report in Issue No 159 of Textile Outlook International from the global business information company Textiles Intelligence.

In value terms, the industry has set an export target in the range US\$20 billion-US\$22 billion for 2020. It aims to achieve this leap forward by concentration on a strategy of specialisation and modernisation and an increase in added value.

The process of value addition has already started. Between 2005 and 2011, the added value rate of Vietnam's textile and clothing exports increased markedly, from 30.2% to 47.8%. Over this time period, exports more than trebled from US\$4.8 billion to US\$15.8 billion.

The momentum continued into 2012 with textile and clothing exports during the first nine months of the year up by 7.4% compared with the corresponding period of the previous year, to US\$11.14 billion.

That said, the export target for 2015 has had to be moderated to US\$14 billion-US\$16 billion, which is similar to the current level, in recognition of tougher economic conditions in its two main markets, the USA and the EU.

Looking further ahead, there are ambitious plans to achieve a strong advance in exports and retain the textile and clothing industry's status as one of the country's most important sectors.

To aid in these plans, the government has established a series of incentives to attract and encourage the kind of foreign direct investment (FDI) which is most likely to drive the country's future development.

In addition, Vietnam has secured free trade agreements (FTAs) with a number of countries and regions. In particular, through its membership of the Association of Southeast Asian Nations (Asean), it benefits from the Asean China Free Trade Area (ACFTA), which is the world's largest FTA in terms of the total population of its signatories.

In addition, again through its membership of Asean, it benefits from FTAs with Australia and New Zealand, India, Japan and South Korea. Also, it has bilateral FTAs with Israel and Japan.

Furthermore, Vietnam has entered into negotiations with the EU with a view to signing a comprehensive FTA. Most importantly, it has entered into negotiations to be part of the Trans Pacific Partnership (TPP), which aims to establish a free trade area for the Asia Pacific region.

found that when spunbond polypropylene nonwoven fabrics are pre-treated with atmospheric plasma, it increases the breathability of the fabric.

The treatment is said to increase the number of pores and enlarge the pore size of the fabric, thus improving the diffusion of vapour between the filaments in the spunbond structure without compromising the barrier properties. These properties are favoured for medical applications such as disposable surgical masks, gowns and drapes.

The study suggests that the medical industry is demanding low cost nonwoven barrier materials that are breathable, can be sterilised, flexible and resistant to blood and viral penetration.

It featured Enercon's Plasma 3, an in-line dry and continuous surface treatment process for web application.

Dr Seshadri Ramkumar's group in the Nonwovens & Advanced Materials Laboratory and colleagues in the Departments of Chemistry and Biochemistry and Mechanical Engineering, Texas Tech University collaborated with Enercon to explore environmental friendly ways to enhance the breathability of nonwoven synthetic fabrics.

The study was featured in the Journal of Industrial Textiles (Vol 42 No 4).

## 118 thousand visitors at Evteks

EVTEKS 19th Istanbul Home Textiles Fair in which thousands of goods regarding home textiles were exhibited rejoiced participants and visitors partaken upon in terms not only of trade but also of the propounded rich content.

The fair which was thronged both by foreign and domestic buyers was visited by 118.413 visitors out of which 39.275 was foreigners.

EVTEKS in which recent developments regarding home textiles stride upon and the goods steering the trend and fashion were offered for visitors drew intense interest. Inaugurated on 15th of May and ended on 19th of May, the fair was carried out in cooperation of CNR International Fair and Organizations, a subsidiary of CNR Holdings, and TETSIAD – Turkish Home Textile Industrialists and Businessmen Association.

The foreign participant countries of the fair which was

held in 11 halls comprising of 160 thousand square meter area were primarily formed of countries as Spain, Italy, Belgium, France and Germany followed by Austria, United Kingdom, Greece, Holland, Switzerland, Poland, Azerbaijan, USA, Emirates, Egypt, Iran, Morocco, Russian Federation, India, Pakistan, China, Taiwan and TRNC. Spain, Italy, Belgium and Morocco had partaken by their own country pavilion. Manifattura Tessile Di Nole M.T.Spa, Enzo, Mario Cavelli, Ter Molst International, Symphony Mills, Angelo Carillo and Karim Rashid For Arben were companies and brands which established stands by attending fair from these countries.

Evteks in which approximately 1000 firms operating both nationally and internationally partaken visited by buyer groups from over 50 countries overseas. USA, Germany, Japan, France, Austria, United Kingdom, Canada, Italy, Colombia, Brazil, Russian Federation, Spain, Morocco, Iran and China were among the visitor countries. In the fair in which buyer groups had placed orders in huge amounts undersigned substantial trade agreements. Visitors attended to fair spent three times more than a visitor tourist in terms of transportation, accommodation and catering.

In the fair in which the following year home textile trends were designated the main theme was "Discover". The trends which were set down by practices of French trend tout agent Nelly Rodi were presented on Evteks Trend Area around this concept. In the Designer part of the Fair French, British, German, American and Swiss world famous design studios were participated. Also, the seminars attended by famous designers had drawn great interest at Evteks.

Product groups of Evteks were formed of gauze, curtain, guipure, upholstery, curtain accessories, bedchamber textiles, towel and bathroom textiles, floor and wainscoting and gauze mechanisms.

## European textile and clothing exporters target Asian countries as the EU market falters

European textile and clothing companies are looking further afield for growth, according to a report in Issue No 161 of Textile Outlook International from



# World Textile News

## Strong growth is set to continue in the geosynthetics market

The geosynthetics market has grown massively over the past few decades -- even during periods of uncertainty such as the recent global economic downturn -- and industry analysts and manufacturers of geosynthetics expect growth to continue, according to a report in the latest issue of Technical Textile Markets from the business information company Textiles Intelligence.

Growth in demand will be driven primarily by large-scale construction projects in developing countries.

The use of geosynthetic products in transportation infrastructure is also likely to grow rapidly in developing countries due to the large number of highways and railway lines which are being built in these countries.

Significant amounts of geosynthetics are also used in landfill -- and the landfill market is likely to grow at a fast pace due to environmental concerns and a desire among authorities in developing countries to adopt modern landfill designs.

Large scale infrastructure developments are taking place in China, India and Russia, and environmental protection regulations and building construction codes are evolving in these countries. As a result, these markets are expected to be where the strongest gains will occur in the near future.

China will be the dominant market because of the amount of available land in the country, the size of its population and the number of large scale

infrastructure projects which are under way and planned for the future. In fact the increase in demand in the Chinese market is expected to account for almost half of the increase in global demand.

Growth in the geosynthetics market will also be driven by increased market penetration in developed countries.

Although the North American market has reached maturity, growth will come from new building regulations and environmental protection regulations, which make the use of geosynthetic products mandatory in certain projects.

Western Europe and Japan are comparable to the USA in terms of the level of maturity of their respective geosynthetics markets, as well as the type of regulatory environment.

Manufacturers believe that growth will stem from innovations, better marketing of geosynthetic products, sales promotions and improved manufacturing processes.

Growth will also come as manufacturers and distributors of geosynthetics continue their commitment to educating key market influencers -- such as civil engineers who specify the materials used for civil engineering projects -- on the benefits of geosynthetic products.

## Study finds plasma increases breathability of spunbond nonwovens

Texas Tech University and Enercon Industries have





international sanctions, the Iranian Government has increasingly turned to other industries to make up for lost profits. One of these sectors is the petrochemical industry, which is now the second largest source of revenue for the Iranian Government," a statement from the Treasury Department said.

The latest action by the US Administration is aimed at targeting Iran's petrochemical revenue stream, as imposes sanctions on petrochemical companies that are controlled by the Iranian Government.

"We are committed to intensifying the pressure against Iran, not only by adopting new sanctions, but also by actively enforcing our sanctions and preventing sanctions evasion," said Treasury Under Secretary for Terrorism and Financial Intelligence David S. Cohen.

"We will continue to work with our partners around the world to ensure that the sanctions pressure on Iran builds so long as Iran continues to defy its obligation to comply with its international obligations," Mr. Cohen said in the statement.

### **Iranian carpet weavers' upbeat as demand rises**

The carpet weaving industry of Iran has witnessed a revival during the second half of Iranian calendar year that ended on March 20, 2013, due to the rise in demand for Iranian carpets.

After witnessing loss in the previous years, the Iranian carpet industry is now hopeful of a revival not only because of the rise in demand, but also due to the recent rise in the value of Iranian currency (rial), which has led to a subsequent rise in the prices of handmade carpets.

Iranian carpet weavers have increased their demand for raw materials by more than 100 percent in view of the increased demand, said Abdullah Bahrami, the managing director of Union of Iran Carpet Producers Company, a state-run body supplying raw materials to carpet weavers, according to a Financial Times report.

According to market analysts, the prices of Iranian

carpets have increased by about 60 percent in recent period, and this has raised hopes for more than 1 million weavers who are employed in the country's carpet industry.

Among the leading carpet exporters in the world, Iran produces around five million square meters of carpets each year, 80 percent of which are exported.

### **Iran Applying Nanotechnology in Growing Number of Industries**

"At present over 8 Iranian industries enjoy and use nanotechnology," Sarkar told FNA on Sunday.

"The industries in the fields of Agriculture, construction, nano materials, environment, water, hygiene and health, energy, automaking and textile are utilizing nanotechnology," he added.

Sarkar also said that over 250 Iranian companies active in the Iranian market are using 150 nano-based technologies.

Sarkar had last year announced that Iranian experts and scientists are able to produce 38 nanotechnology laboratory tools and equipment.

"Iran produces 38 nanotechnology lab equipment domestically," Sarkar said in a meeting in the Northern city of Sari in September.

Stressing Iran's huge growth in nanotechnology, he predicted that the country will soon witness a new wave of progress in the field of nanotechnology.

Sarkar also said that different Iranian industries, including the country's auto-manufacturing companies, are making an increasing use of nanotechnology in their products.

"Nanotechnology has been employed in 8 Iranian industries, including the car-manufacturing industry," Sarkar told FNA.

The nanotechnology growth indicators for Iran have marked a high rise during the recent years as in the total number of the scientific publications, the country has just jumped up two ranks (at the beginning of 2012) to stand 10th in the world. Iran ranked 14th, in the same list, at the beginning of 2011.

Mrs. Chatterji termed India's trade relations with Iran as "very vibrant" and expressed hope that the bilateral trade relations will improve further.

She said INTEXPO is a step forward towards expansion of bilateral trade between the two nations.

On the sidelines of the three-day event, the Indian delegation will discuss trade cooperation, especially the cooperation in the textile field, with representatives of the Iranian textile sector as well as with Government officials.

INTEXPO has been organized with the active guidance and support of the Indian Embassy in Tehran and the Indian Ministry of Textiles as well as the Ministry of Commerce and Industry.

Association of Iranian Textile Industries, Iranian and Tehran Chambers of Commerce & Industry, Association of Fabric Wholesalers, Iran Textile Exporters & Manufacturers Association, Iranian Fashion Designers, Association, etc., have welcomed India's decision to hold INTEXPO.

In 2011, for which figures are available, Iran imported a total of US\$ 3 billion worth of textiles and garments, with India accounting for a 13 percent share.

Around half of Iran's textiles and apparel imports are of man-made fibre (MMF) textiles, with India contributing for 16 percent, according to statistics of the Mumbai-based The Synthetic & Rayon Textiles Export Promotion Council (SRTEPC).

During last five years, India's MMF textiles exports to Iran skyrocketed by 396 percent to Rs. 11.6 billion in 2011-12, as per SRTEPC figures. Fabrics formed the bulk of India's MMF textile exports to Iran with Rs. 8.35 billion, followed by yarn with Rs. 2.24 billion and fibre with Rs. 8.3 billion.

### **New petrochem projects to increase Iran's revenues by \$2bn**

The five new petrochemical projects that started operations since start of the current Iranian calendar year on March 21, 2013, are expected to boost the country's petrochemical revenues by US\$ 2 billion, National Petrochemical Company's Managing Director Abdolhosain Bayat has said.

Speaking on the sidelines of inaugural ceremony of a hydrogenation unit at Tabriz petrochemical plant, Mr. Bayat said the five projects launched at a cost of 8,721 billion rials have enhanced the country's nominal petrochemical production capacity by 2.73 million tons per annum, FARS News Agency reported. The country has launched 51 petrochemical projects since 2005 at a cost of US\$ 22 billion, Mr. Bayat said and added that these projects have enhanced its annual petrochemical production capacity by 38 million tons.

Over the past few years, Iran has significantly widened the range as well as volume of its petrochemical products, and the country now exports its products to over 60 countries, with the Far East, Southeast Asia, Africa and Central Asia being its key export destinations.

If all financial requirements of the country's petrochemical sector are satisfied, its annual production capacity is likely to reach 100 million tons in 2015 from the existing 60 million tons, Mr. Bayat, who is also the Deputy Oil Minister of Iran, said.

### **US imposes sanctions on eight Iranian petrochemical firms**

The US Government has imposed sanctions on eight Iranian petrochemical firms and asked firms not to import petrochemicals from these companies.

The eight petrochemical companies on which sanctions are imposed are either owned or controlled by the Government of Iran. These are Bandar Imam Petrochemical Company, Bou Ali Sina Petrochemical Company, Mobin Petrochemical Company, Nouri Petrochemical Company, Pars Petrochemical Company, Shahid Tondgooyan Petrochemical Company, Shazand Petrochemical Company, and Tabriz Petrochemical Company.

The sanctions are part of a series of actions taken by the US Department of Treasury to disrupt Iran's efforts to evade international sanctions on its oil exports.

"As Iran's oil revenues continue to fall due to



# Iran Textile News

## India to export textiles in exchange for Iranian oil

The Governments of India and Iran have reached a basic barter deal, wherein India will be able to buy Iranian oil in exchange for its textiles.

Initially, a preliminary agreement would be signed between the private sectors of the two countries for Iranian imports of textile machinery and raw materials from India, which would be followed by general agreements between the two Governments on exchange of oil for goods, Iranian Labour News Agency said quoting Reza Tofiqi, vice president for marketing and relations adjustment at Iran's Trade Promotion Organization.

Mr. Tofiqi said Iran is already a major oil supplier to India, while the South Asian country has enough experience in the textile industry, and if a final agreement is reached, Iranian textile imports from India might go up to US\$ 400 million.

Last week, a high-level Indian delegation led by Textiles Secretary Mrs. Zohra Chatterji visited Iran with an aim to increase Indian textile exports to the Islamic Republic.

Coinciding with her visit, Combined Indian Textile Exhibition (INTEXPO), an exclusive three-day exhibition of Indian textiles, was organized in Tehran, where over 60 Indian firms showcased the entire

range of Indian textile products, including different kinds of fibres, yarn, fabric, apparel and accessories. Last year, India imported US\$ 11 billion worth of goods, mainly oil, from Iran, while its exports to Iran totaled only US\$ 2.95 billion. Hence, the textiles-for-oil deal would also help India reduce its trade deficit with Iran.

## Indian textile delegation in Iran to boost exports

A high-level Indian delegation led by Textiles Secretary Mrs. Zohra Chatterji is currently in Iran with an aim to increase Indian textile exports to Iran.

The visit of Indian team coincides with Combined Indian Textile Exhibition (INTEXPO), an exclusive three-day exhibition of Indian textiles, currently going on in Tehran. The exhibition has been organized as a follow-up action to the visit of an Indian textile delegation, led by Joint Secretary (Exports) Mr. V Srinivas, to Iran earlier this year.

At the INTEXPO, scheduled to conclude on May 21, 2013, more than 60 Indian firms are showcasing the entire range of Indian textile products, including different kinds of fibres, yarn, fabric, apparel and accessories.

Speaking at the inauguration of the India's biggest and first-ever exclusive exhibition on textiles in Iran,











Denizli, Bursa, Aydın, Uşak, İzmir, Çorlu, Çerkezköy, Adana, Gaziantep, Sanliurfa, Kahramanmaraş, Malatya, Diyarbakir, Kayseri and other province and counties participated and supported this important event.

#### ■ EXCESSIVE TECHNOLOGIC INNOVATIONS

Stand authorities expressed that they are glad of the congestion of first day and stated that they are expecting this congestion to continue by increasing in following days. Meanwhile, technological innovations exhibited on the stands, attracted attention. Stands of domestic companies where prideful technologic innovations are exhibited met intense interest of visitors.

From yarn machines to weaving machines, from knitting machines to nonwoven Technologies, from paint and finishing Technologies top ring and digital machines, all Technologies used in each phase of the textile production were introduced first-hand. Authorities of foreigner companies who say "ITM fairs became world-showcase for us", stated that they took step into a stronger future in Turkish textile market. Foreigner company authorities said "By each ITM Fair, we are making our place in Turkey textile market stronger. ITM fairs take an important role on our trust to this country".

Most interested and visited part of ITM fair of this year was weaving sector. The area which gathers the weaving giants of the world became an area where very important technological innovations are exhibited.

#### ■ TEENAGERS FILLED THE STANDS

Another important factor that has interesting details



was the visitor profile. Visitors to be especially young people did not go unnoticed. From teenagers who study textile in university or high school, to the young people who work in this sector, it was possible to see teenagers together almost in all fields.

Textile students' interest to the technological innovations was very high. Stands of domestic and foreigner companies serving to the nonwoven sector also been among the parts that met intense interest of the teenagers. Teenagers who state that ITM fairs opens very important horizons to them, said "To see latest Technologies in place and to be informed first-hand are very important. In this case, ITM fairs provide us new horizons each time".

#### ■ ITM IMPROVES IN EACH EVENT

Visitors who state that this year's technological innovations are more than last year, expressed that textile sector is not only for Turkey, also for world. Visitors who referred to the organization of the ITM fairs, said that event is very successful, it is seen that results of the preparations from the first day.

Visitors said "ITM fairs succeed to improve it each time. We feel the same excitement of companies that they feel to show their innovations".





## RECORD NUMBER OF EXHIBITORS CONGREGATE AT ITM 2013

Turkish and the foreign textile world met in the ITM Texpo Euroasia 2013, Hightex International Technical Textiles and Nowovens Fair and Yarn fairs once again. The opening delegation which visited the stands one by one and made inspections, stated that the high participation of this year is a good improvement for Turkish textile.

### ■ Record number of exhibitors congregate at ITM 2013

Turkish and the foreign textile world met in the ITM Texpo Euroasia 2013, Hightex International Technical Textiles and Nowovens Fair and Yarn fairs once again. The opening delegation which visited the stands one by one and made inspections, stated that the high participation of this year is a good improvement for Turkish textile.

### ■ INTENSE VISITORS IN THE STANDS

In the ITM fairs where foreign and domestic around 1500 companies met under same roof, participation was very high in the first day where more than 50000 of sector representatives meet. All stands visited by visitors and

bilateral discussions and connections created a very nice ambience on the first day of ITM.

### ■ AIMS ARE REACHED AT FIRST DAY

Almost in all areas from painting industry to weaving industry, from nonwoven to digital print sectors, very important technological innovations took place on the stands. It was another excitement source for manufacturers as visitors were very interested in the innovations. Meanwhile, on the stands where very important discussions are done and important agreements were signed increased the excitement in the fair area.

### ■ TURKEY-WORLD MEETING

Countries such as Uzbekistan, Iran, Serbia, Russia, Azerbaijan, Pakistan, Turkmenistan, Bulgaria, Bosnia-Herzegovina, Morocco, Tunisia, attracted attention. Purchase realization from these countries and textile federations' visit are recorded as one of the successes of the fair.

From Turkey, textile group organizations coming from





## CONFERENCE SERIES

### "DOMOTEX RUSSIA GOES REGIONAL": NEXT EVENTS WILL TAKE PLACE IN NOVOSIBIRSK AND IN YEKATERINBURG

- **New series of regional conferences for carpets and floor coverings throughout Russia**
- **First event hosted more than 170 guests from the flooring trade in Siberia**

Hannover, Novosibirsk. Building on the successful premiere of "DOMOTEX Russia Goes Regional" in Novosibirsk, Deutsche Messe will be staging further regional industry conferences throughout Russia. The next events will take place in 2014 in Novosibirsk, Siberia, on 11 February and in Yekaterinburg, Ural, on 19 March. With the tap into Russia's regional markets for carpets and floor coverings, Deutsche Messe will be creating additional opportunities for DOMOTEX Russia exhibitors who wish to expand their sales in Russia's regional markets.

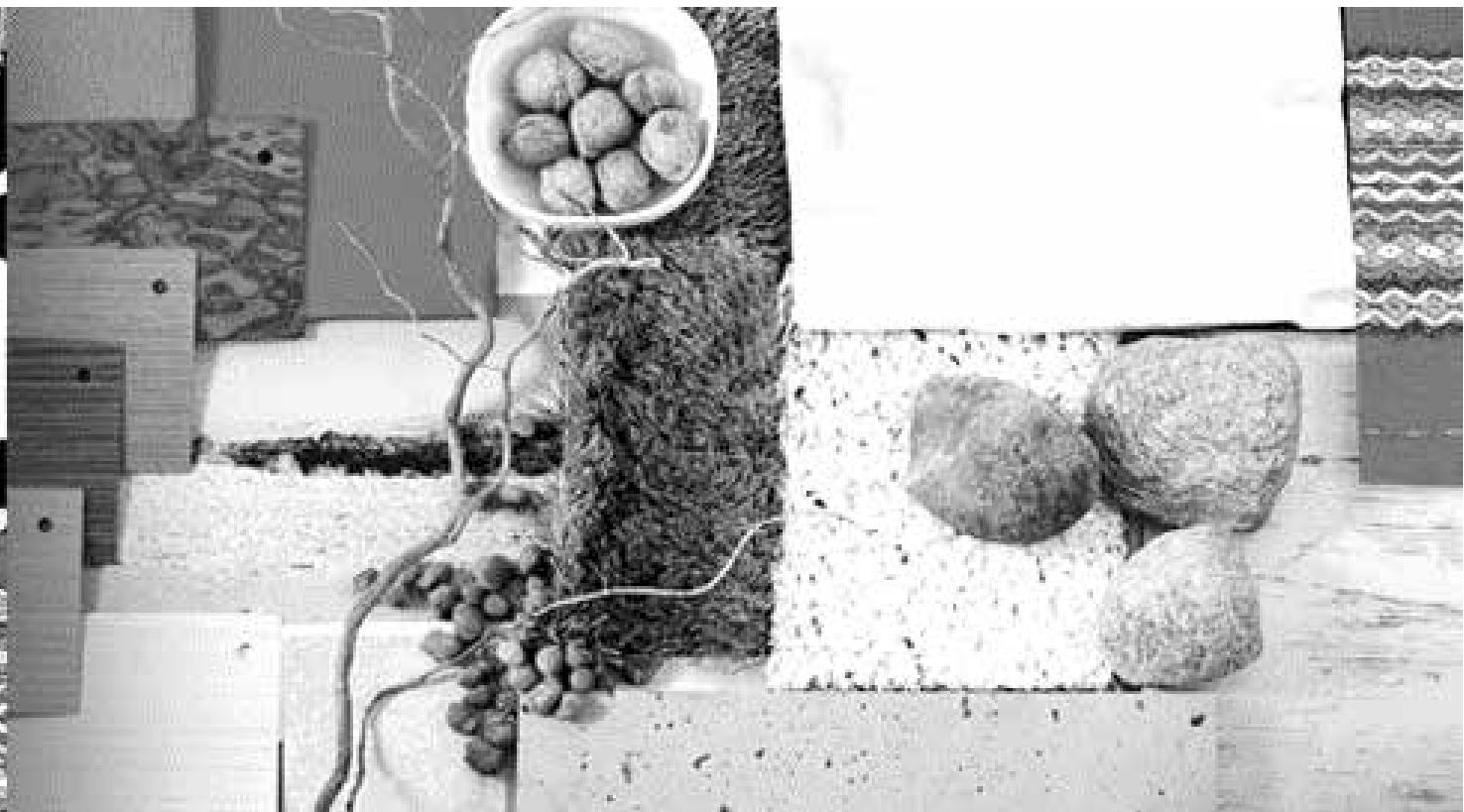
The first conference which was held on 20 February 2013 in Novosibirsk attracted more than 170 participants. Eleven renowned manufacturers such as Balta, Balterio, Forbo, Kronotex, Beaulieu, Unilin and FN Profile booked presentation slots to profile their products and expertise at the DoubleTree Hilton Hotel in Novosibirsk. The conference and the supporting program offered the participants plenty of opportunities to make new, targeted contacts with distributors and purchasing executives from the wholesale and retail sectors in the region.

"We are very happy we took part in the conference. Siberia has a lack of multipurpose platforms for floor coverings specialists to meet. That's why the 'DOMOTEX Russia goes regional' event was very timely and relevant", said Boris Bodenko, General Director, Forbo

Eurocol, Switzerland. "Participating in this event gave us an opportunity to share our vision of the market development with the target audience, to see our friends and colleagues from the floor covering market in one place. The level of organization and list of participants gave us no doubt that the conference 'DOMOTEX Russia goes regional' is certainly a useful and meaningful event for the floor covering market of Siberia."

Olga Logvinenko, Director of product lines floor coverings, Rosstyle, (Russia) added: "To every professional in the floor covering market, the brand DOMOTEX means a lot. That is why numerous guests came to visit this event in Novosibirsk. Among them were constructors, designers, representatives of retailers, even wholesalers didn't pass by. Specialists told about latest trends in floors and showed novelties which were presented at DOMOTEX 2013 in Hannover. I consider such kind of meeting as very useful and effective for all participants. I hope for further meetings with specialists from floor covering market in any city of our big country."

The regional conferences ideally complement the DOMOTEX Russia fair in Moscow, where suppliers from around the world showcase their latest product ranges to trade visitors from throughout the CIS. DOMOTEX Russia 2013 will open its gates from 25 to 27 September in Moscow. The show will be featuring everything, from hand-made carpets and area rugs, machine-made carpets, textile floor coverings, parquet and laminate flooring and resilient floor coverings, through to application, laying, cleaning and maintenance technologies.



partners they need in order to access new markets.” The 2013 exhibition program includes hand-made and machine-woven carpets and rugs; hallway runners and mats; textile floor coverings; resilient floor coverings; and laminate, parquet and other types of wood flooring. There will also be displays of textile machinery and accessories, not to mention fibers, yarns and textiles, a strong showing of specialized floor coverings and synthetic turf products for sports facilities, plus laying, cleaning and application technologies, natural stone, marble and ceramic tiles. “DOMOTEX Middle East will preview the trends, designs and materials that will define the flooring markets of Turkey and the Middle East over the coming year,” commented Mr. Folkerts.

The fair’s supporting lineup of conferences, forums and special exhibitions and events will provide the perfect platform for fresh, modern designs, high-quality classic products and expert dialogue on the latest new laying technologies and systems. In the case of the IHIB Carpet Design Competition, for instance, young designers have been invited

to give free rein to their creativity in the pursuit of unconventional carpet designs. The winning designers will receive attractive prizes and get to present their award-winning creations at the fair. Then there’s the Carpet and Rug Restoration Workshop, which, as the name suggests, will profile restored and antique carpets and rugs. Other event highlights include the Creative Flooring special display, which will feature information and practical demonstrations of techniques for laying textile and resilient floor coverings and parquet and laminate flooring; and the Future of Flooring Forum, with its focus on quality expert dialogue on the latest trends in wood flooring.

DOMOTEX Middle East runs concurrently with R+T Turkey, which is staged at the Istanbul Fair Center. R+T Turkey is the leading Turkish trade fair for roller shutters, doors/gates, windows and sun protection systems. Organized by Messe Stuttgart ARES Fuarcılık Ltd, it provides valuable synergies with the DOMOTEX Middle East offering, especially for trade visitors from the architecture and construction sectors.





# FLOORING TRADE FAIR FOR TURKEY AND MIDDLE EAST

Istanbul Expo Center, TURKEY

More information

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## DOMOTEX MIDDLE EAST 2013 SHAPING UP WELL

Istanbul, Turkey. This year will be DOMOTEX Middle East's second time at its new location at the Istanbul Expo Center, having staged its successful debut there in November 2012 after an illustrious six years in Dubai. The upcoming season, which runs from 7 to 10 November 2013, will further cement the reputation of DOMOTEX Middle East as the leading trade fair for carpets and floor coverings in Turkey and the Middle East. "Turkey is an up-and-coming market of key importance for the carpets and floor coverings sector," said Martin Folkerts, Director of Global Fairs at Deutsche Messe, the company that organizes the fair. "For its exhibitors, DOMOTEX Middle East is a gateway to new markets – and not just in Turkey, but in the Arab countries as well.

The 2012 premiere of the Istanbul incarnation of DOMOTEX Middle East featured 222 exhibitors

from 28 nations and occupied more than 7,770 square meters (83,600 sq. ft) of display space. More than half of the exhibitors came from countries other than Turkey, as did 21 percent of the fair's 5,100 trade visitors. Most of the international trade visitors came from Iran, Saudi Arabia and the United Arab Emirates.

This year, the organizer of DOMOTEX Middle East is putting together an extensive lineup of innovations and exciting new floor coverings to build on the success achieved at last year's Istanbul premiere. "We'll be continuing the DOMOTEX Middle East success story this November with an even stronger overall focus on quality," Mr. Folkerts said. "The fair is the ideal place for businesses to maintain existing customer and supplier relationships, lay the groundwork for new relationships and find the