

knitting and finishing technologies from Turkey would be displaying various products during the four-day exhibition. Exhibitors at the fair would display products such as cotton and fibre preparation machines, yarn preparation machines, yarn winding machines, non-woven technologies, weaving preparation technologies, knitting machines, garment manufacturing machines, digital printing machines, carpet and tufting machines and more.

## USDA Considers Changes To Universal Cotton Standards Agreement

WASHINGTON — January 16, 2014 — The Department of Agriculture's Agricultural Marketing Service has announced the Universal Cotton Standards Advisory Committee's recommendation to revise the Universal Cotton Standards Agreement by adopting USDA's HVI (high volume instrument) cotton trash standards as universal standards. The UCSA is an agreement between USDA, the U.S. cotton industry and overseas cotton associations of merchants and textile manufacturers that provides for the trading of U.S. cotton on the official standards of the U.S. for Upland cotton. AMS states that adoption of the Universal HVI Cotton Trash Standard will ensure that the USDA's cotton trash measurement serves as the internationally accepted universal language for cotton trash measurements.

AMS is also changing the frequency of Universal Cotton Standards conferences from once every three years to once every four years to provide improved cost efficiency while continuing to provide the necessary framework for future considerations to the universal cotton standards.

## Brazilian govt authorizes Tocantins to plant Bt cotton

The Brazilian state of Tocantins has been authorized to plant genetically modified cotton (Bt cotton) as the state has been officially removed from the Exclusion Zone of the planting of genetically modified cotton set by the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) based on the research of the Brazilian Agricultural Research Corporation (EMBRAPA). According to a statement issued by MAPA, a decree signed recently by the Agriculture Minister Antonio Andrade published in the Official Gazette of Brazil officially removes the state from the Exclusion Zone and authorizes planting of transgenic cotton in the state.

The Decree No. 21/2005 issued by the Ministry had forbidden the entire northern region of Brazil, which included Tocantins and parts of Maranhão, Bahia, Rio Grande do Norte, Mato

Grosso and Mato Grosso do Sul, to cultivate genetically modified cotton in order to avoid intersections with conventional species of cotton.

Juliana Ribeiro Alexandre, Federal Fiscal Coordination of Agricultural Biosafety of Genetically Modified Organism, said when the Brazilian Government first authorized the cultivation of genetically modified cotton it was decided by the National Technical Commission on Biosafety (CTNBio) that it could not be planted in certain areas to prevent the transfer of genes to native varieties, and these areas were called the Exclusion Zone.

However, the state of Tocantins shows great possibility of the use of new transgenic cultivars, which led the government of Tocantins to request review of the decree, she added.

Ms. Alexandre explained that the CTNBio, through studies from EMBRAPA on the distribution of native varieties of cotton in the state, concluded that the cultivation of transgenic cotton did not pose a threat to the maintenance of native varieties of the crop in the state.

## China Still Dominates World Cotton Market

Cotton plantings for 2014/15 will start in a few months in the northern hemisphere, which accounts for about 90% of world production. World area is expected to decline due mostly to the expected decline in China. In 2013/14, the Secretariat estimates that China's cotton area is 4.6 million hectares, a decrease of 8% from 2012/13 and a further decline to 3.9 million hectares is expected for 2014/15. However, this may change as planting does not start until March, and on December 26, Xinhua News reporting on a rural work conference indicated that trial subsidies for cotton and soybeans may be part of China's reforms for agriculture to be implemented next year.

Global cotton mill use is expected to continue growing in 2014/15, on the basis of continued recovery in global economic growth. However, a small gain in cotton prices could constrain the increase in demand for cotton, particularly if the price of polyester remains low.

While the divergence between cotton production and consumption is expected to narrow in 2014/15, there is still a significant global supply of cotton and stocks are growing. World stocks at the end of the current season are forecast to be 20 million tons, 56% of which will be in China. As of December 27, China's reserve holds 11.8 million tons of cotton. World trade is expected to decline in 2014/15 by 9% to 7.7 million tons, due in large part to the continuing decline of China's imports. Although China's production is expected to be lower in 2014/15, its consumption is also declining and its government currently holds enough stock for one-and-a-half years without any further imports or production.

generation of consumers who are aware of the benefits of wool, and the sustainable practices in wool production.

Several internationally renowned fashion designers have used wool in their collections, which are very successful in leading countries such as England and France, and it is necessary to make them aware of the fine-quality wool produced in this country, she added.

Pedro Otegui, president of CMPP, said IWTO is a fantastic tool that can help towards the growth of wool sector in the country, which shows promise and has potential to develop the sector, but is still lagging behind compared to the producers and exporters from countries such as Australia and New Zealand who are spending a lot of money in marketing. Several wool manufacturers from Uruguay were present at the meeting where the IWTO officials gave presentations and explained the concepts of promotional campaigns and marketing tools that could be used by manufacturers to make their products known in international markets.

## Spain's Desigual on its way to conquer global market

Desigual, the Barcelona based casual clothing brand known for its patchwork designs, intense prints, innovative graffiti art and flamboyant splashes of color, is spreading its arms in Europe and is set to take over the Asian markets.

Desigual, a colorful brand, has found popularity among the women and is betting on the unrestrained growth in the segment. The brand is also looking to diversify into new areas like perfume and shoes.

The brand is also known for its clear, daring and gritty marketing campaigns. It even offered free clothes to shoppers who arrive in their underwear to special sale parties. The campaign was a roaring success in London, Berlin, Stockholm, Madrid, Prague and New York City.

Desigual boasts of a design team of 25 designers, preparing a collection of over 1,000 items, including clothes and accessories, built around a unified concept. The Company is targeting sales of 1 billion euros this year - from about 820 million in 2013 and 440 million four years ago - and plans to add 100 stores a year for the next three years.

"In the next three years we plan to grow about 20-25 per cent a year. The big idea is to double the company every four years," said Manel Jadraque, MD of Desigual.

Jadraque, as per the Reuters report, hopes to vie with companies like Inditex, which operates over 6,200 stores worldwide and competes with brands like Massimo Dutti, Bershka, Oysho, Pull and Bear, Stradivarius, Zara, Tempe and Uterqüe, and also a low-cost brand Lefties.

## Egyptian cotton exports take a hit as price declines

The exports of cotton from Egypt have taken a hit due to a rise in local prices, owing to a drop in domestic cotton production and the lifting of an import ban, reports Ahram Online.

Since the beginning of the cotton marketing season in September 2013, Egypt has exported 17,028 tons of cotton, registering a fall of 45.3 percent compared to 31,137 tons of cotton exported in the corresponding period of previous season, Alexandria Cotton Exporters' Association (Alcotexa) said.

In terms of value, cotton exports since September 2013 fetched US\$ 62.1 million, compared to around \$100 million earned during the same period of the previous year, Mefreh El-Beltagy, head of Alcotexa, said.

The top three destinations for Egyptian cotton exports were India, Switzerland and Germany, which imported 5,400 tons, 2,078 tons and 1,780 tons of cotton, respectively.

In 2012-13 cotton season ending August 31, 2013, Egypt exported cotton worth \$215 million. Around 22.3 percent of the 300,000 tons of cotton produced in the previous season was exported at an average price of 194 cents/lb.

Around 90 percent of exported cotton was of Giza 86 variety, and the remaining 10 percent included Giza 92 and Giza 88 varieties. However, production of cotton declined to 200,000 tons in the current marketing season due to lower cotton acreage, which led to an increase in domestic cotton prices.

Moreover, the Government has lifted the import ban imposed since the 2011 revolution, which has also contributed to increase in prices.

## Gaziantep to host textile machinery expo from Oct 16

The southeastern Turkish city of Gaziantep is all geared up for hosting the Middle East Textile Machinery Expo (OTM 2014) fair, which is scheduled to be held from October 16 to 19.

Organized by the Tuyap Exhibition Group and Technical Fairs Ltd., along with the support of the Gaziantep Chamber of Commerce (GTO), the OTM fair will bring together the most important technology manufacturers from the textile sector of Turkey and the world under the same roof.

The four-day fair is considered to be one of the most important events for textile and garment machinery manufacturers, as the exhibition provides an opportunity to increase trade and investments, as well as establish contacts with international textile machinery manufacturers.

According to the organizers, manufacturers of yarn, fabric,





# World Textile News

## Challenge for Argentine textile is to grow at 8%

The challenge for the textile sector of Argentina is to increase production at a rate of 8 percent per annum, while generating jobs, said Argentine Minister of Industry Debora Giorgi after a meeting between textile industry representatives and Government officials at the Casa Rosada (the office of Argentine President, also known as House of the Government). The Minister of Industry said the Government needs to provide the textile sector with tools such as funding through soft loans, bicentennial credits and also establish an inter-ministerial review unit for export duties and refunds in each link, in order to encourage exports and value-addition in the textile sector of the country, an official press release states. The Minister stressed on the importance of the textile sector of the country which employs around 120,000 workers, and explained that the Government has to defend the industry from unfair competition through creating a domestic market for the sector as well as analyzing and improving the administration of trade.

The Government is fully committed towards the goal of increasing production rate of the sector to 8 percent per annum, and generating around 25,000 new jobs within the next two years, she added. Ms. Giorgi said the meeting was a part of the initiative of Argentine President Cristina Fernandez de Kirchner, of interacting with representatives of production centers and analyzing their value chains, understanding their problems and target goal-oriented production, investments, along with generating jobs, increasing competitiveness and maintaining affordable prices. The meeting saw participation from Governor of Argentine province Chaco Jorge Capitanich, Commerce Secretary Augusto Costa, as well as other Government officials. Textile industry representatives included director of Foundation of Weaving (PRO KNIT)

Marco Meloni, Argentina Chamber of Industrial Clothing president Larumbe Oscar Perez, general manager of the Argentina Federation of Textile Industries Marcelo Arabolaza and more.

## Uruguay must invest in marketing its fine wool: IWTO

The South American country of Uruguay produces all varieties of high-quality wool demanded by international consumers, however, the international market is unaware and the country needs to invest in marketing the fine quality wool it produces, said International Wool Textile Organization (IWTO) president Peter Ackroyd during a meeting at the Uruguayan Chamber of Commerce for National Products (CMPP) in the capital city of Montevideo.

Mr. Ackroyd said that Uruguay produces all types of wool that are demanded by the consumers, but manufacturers of quality garments who require such fine quality wool are unaware of the wool produced in the country.

Uruguay needs to invest in marketing and promotional campaigns to inform the world regarding the sustainable production of this natural fibre carried out in the country, he added. According to the IWTO official, Uruguay is the only wool-producing country consisting of all the links of the chain within its borders, and it should highlight this facility which is absent in other competing nations.

The IWTO official along with the organization's general secretary Elisabeth van Delden visited several sheep farming and wool processing units in the country, and met with the members of the CMPP. At the meeting, Ms. van Delden informed about the working group Sustainable Practices Committee of IWTO, which is working intensively for new

He further said the textile industry accounts for 5 percent of investment-making, 11 percent of production units and 12 percent of job creation in the national industry.

Besides, Iran forecasts harvesting some 200,000 tons of unrefined cotton in the current calendar year

Hassan Hosseinpour, an official with Iran's Ministry of Agriculture said earlier about 100,000 hectares area of lands across the country is under cultivation of cotton.

He said it is expected that 65,000 tons of refined cotton will be produced this year, adding that the national textile industry is suffering from shortage of refined cotton.

Hosseinpour said the country needs 120,000 tons of cotton per year, but just 50 percent of the figure is met domestically.

Iran exported \$1.2 billion worth of textile products in the past Iranian calendar year.

Iranian industry ministry official Mehdi Eslampanah said last year the regional countries as well as the South America are the main targets for Iranian textile products.

Textile mills, based on domestic cotton and wool such as Tehran Patou and Iran Termeh, among others, employed about 400,000 people in 2000 and are centered in Tehran, Isfahan and along the Caspian coast. Iran, with a population of over 76 million, requires 1.4 billion square meters of textiles annually.

## Silica & copper make cotton waterproof & antibacterial

Iranian researchers created superhydrophobic and antibacterial properties in cotton fabrics by using silica nanoparticles and copper metallic compounds.

The product has applications in various fields, including clothes, external coatings and medical applications (waterproof and antibacterial fabrics). The aim of the research was to use sol-gel process (production of silica nanoparticles) and adding copper metallic compounds to it to create superhydrophobic and antibacterial properties in cotton fabric.

In this research, lotus effect has been created on cotton fabrics by using nanotechnology. The product has applications in various fields, including clothes, external coatings and medical applications (waterproof and antibacterial fabrics).

The use of common processes to make waterproof fabrics and to coat them with resins and hydrophobic materials causes all the pores in the fabric to be closed, and in case they are used as clothes, humidity does not diffuse from outside into the clothes or in the opposite direction, and therefore, the consumer does not feel comfortable.

The use of the mentioned nanostructured coating does not disturb humidity transfer, and the comfort of the clothes is not affected at all. In addition, the antibacterial activity of the fabric increases as well as its waterproof characteristic, which is vital in health issues.

## Iran-Italy economic ties raising the U.S. eyebrows

The U.S. officials are concerned that the Italian government's recent rush to reenter the Iranian marketplace could hasten the collapse of economic sanctions against Tehran.

The Italian government has been leading the charge to reopen the Iranian marketplace in order to cash in on Tehran's energy sector.

As the Italians seek to boost their economic ties with Iran, sending high-level officials and lawmakers for talks, The U.S. officials and other experts say they are growing concerned that Italy's move could undermine the sanctions regime.

A delegation of Italian lawmakers met with a top Iranian official over the weekend, possibly laying the groundwork for a visit later this month by Italian Prime Minister Enrico Letta, according to Iranian officials. The visit by top Italian lawmakers was deemed a great success by both governments.

One U.S. official involved in Iran sanctions said that Italy's efforts to court Iran are damaging sanctions. "Italy's activities are already having detrimental effects on the sanctions regime against Iran," said the source, who requested anonymity in order to discuss the issue. Italy and Iran have been working to increase their diplomacy across all levels of the government since around August of 2013.

Italy's deputy foreign minister made a high-profile trip in August to Tehran, where he discussed ways to expand bilateral relations between the two nations.

Iranian Foreign Minister and Top Nuclear Negotiator Mohammad Javad Zarif reciprocated in November, when he traveled to Italy to meet with his Italian counterpart Emma Bonino, who expressed his desire to reenter Iranian sectors affected by sanctions.

Iran's oil minister in December met with the head of Italy's largest oil company, the ENI, to pave the way for future energy projects.

Italy's Bonino also spent two days in Tehran in December to discuss with Zarif potential new activities to work on once sanctions are rolled back. Former Italian Prime Minister Massimo D'Alema was also in Iran around the same time to tout the benefits of the recently reached interim nuclear agreement that provides Tehran some \$7b in sanctions relief.

In addition to cashing in on Iran's oil sector, the Italians reportedly hope to play a role in Tehran's chemical, textile, medicine, gas, and car trade. An Italian trade mission is slated to meet with Iranian officials later this month. Emanuele Ottolenghi, an Iran expert and senior fellow at the Foundation for Defense of Democracies (FDD), said that Italy is determined to do business with Tehran.



# Iran Textile News

## Nanotechnology Applied in Production of Chemical, Microbial Pollutant-adsorbing Masks

Iranian textile engineers from Islamic Azad University, Science and Research Branch, in Tehran succeeded in the production of filters with active carbon and silver nanoparticles coating, which are highly capable of adsorbing chemical pollutants and microbes that carry contagious diseases.

Results of the research can help the designing of masks used in various medical or industrial sections, and high-performance filters in various industries, including automobile manufacturing, steel, cement, petroleum, gas, and petrochemistry.

In this research, the filter was produced firstly by using polypropylene fibers through layer needle-punch method. In the next stage, a solution of active carbon was made by using distilled water and the material was coated on the texture-free layer by using foulard. Layers were put in the oven to be dried after being treated. The obtained layer was sprayed in the next stage by using various concentrations of nanosilver solutions. The final filter obtained from the experiment was subjected to various tests to measure its affection on chemical and microbial pollutants.

Results of the research showed that polypropylene layer coated with silver nanoparticles could deactivate microorganisms such as *Staphylococcus aureus* and *Escherichia coli*. On the other hand, the coating of layer with active carbon results in the adsorption of pollutants gases, including NO, CO and NO<sub>2</sub>. The simultaneous presence of active carbon particles and silver nanoparticles in the surface of polypropylene film decreases the antimicrobial activity of silver particles.

Nevertheless, no significant reduction was observed in adsorption ability of active carbon. It can be concluded that to obtain the two desired characteristics, that are antimicrobial

properties and adsorption of pollutants, active carbon particles and silver nanoparticles should be placed on two different sides of the filter layer.

Results of the research have been published in details in Journal of Industrial Textiles, vol. 42, issue 3, January 2013, pp. 219-230.

## Iran's textile industry grapples with liquidity deficit

Iran's textile industry has also been affected by the sanctions imposed against the country over its nuclear program.

Secretary of the association of the Iranian textile industry, Alireza Haeri, said recently Iranian textile industry is struggling with severe shortage of liquidity, ISNA news agency reported.

Haeri said the national textile industry has been grappling with liquidity deficit after the international sanctions hit the country's banking system.

He also said each textile unit should boost its liquidity by 13 folds in order to be able to continue operation.

Based on the published reports, more than 9,770 industrial units are working in different fields in this regard including textile, clothing, leather and shoes.

Carpet, shoes, and leather products are among Iran's major exported items in the textile field.

On the other hand, the director general of Industry, Mine and Trade Ministry's Weaving and Textile Industries Department, Ne'matollah Mardani, announced in November that Iran's textile exports rose by 13 percent in the first half of the current Iranian calendar (which started on March 21) compared to the same period in the last year.

Mardani mentioned that the private sector holds over 95 percent of textile units.

**Hannover, Germany.** The jury has deliberated and reached a decision. 11 manufacturers have now received an award for their excellent design work. A total of 11 products were honoured on Sunday, 12 January, in a ceremony marking the start of DOMOTEX HANNOVER. An additional award – for the carpet most favoured by the public – will be presented at the end of the show. The presentation of the internationally acclaimed Carpet Design Awards took place for the ninth time at the world fair for carpets and floor coverings in Hannover. The Carpet Design Awards are dedicated to handmade carpets of remarkable quality and design. A panel of experts judged outstanding products in a range of categories, including best studio artist designs and modern carpets, as well as everything ranging from traditional to innovative. This year's Carpet Design Awards also focussed in particular on young talent.

A total of 329 entries from designers from across the world entered the competition for the highly esteemed awards. 33 carpets reached the final round. All these entries will be on show on a special display area during DOMOTEX. The visiting public will see an impressive array of excellent carpet designs. After careful deliberation, the panel of judges were most impressed by 11 designs displaying particular excellence in terms of design, colours and materials. Year after year, the Carpet Design Awards set standards in design trends and ideas.

“The Carpet Design Awards provides a snapshot of the best and most innovative carpets being made today. The experience of the jury members ranges from interiors and product design, through to artists to rug retailers, however it is interesting for me to note that they always find themselves excited and inspired by the constant inventiveness of the best rug designers”, Ben Evans, executive editor of Cover magazine.

The members of the expert jury are, however, not alone in appraising the entries. Trade visitors also have a say in who wins a Carpet Design Award and can pick their own favourite among the finalists. The public will select their best-liked carpet from the 33 finalists, and the winner will receive the award on the final day of the show.

The emphasis on upcoming, next-generation talent is another new feature involving the introduction of two new categories. The AfghanMade initiative called for young designers (aged below 25) and design students to create and submit their own original work. Six designs were then handcrafted in Afghanistan and will be on view at DOMOTEX. In the design student category the contestants Sheefalika Misra from India, Evrim Terkesli from Turkey and Aoi Yoshizawa from Japan reached the final round. The winner is Sheefalika Misra. The finalists in the young designer category were Isobel Morris and Allistair Covell, both from the United Kingdom, and Sanja Peric from Serbia. The winner of this category is Allistair Covell.

### *The winners of the Carpet Design Awards for 2014:*

**01 Best Student Design**

Sheefalika Misra, AfghanMade

**02 Best Young Designer**

Allistair Covell, AfghanMade

**03 Best Studio Artist Design**

Shore Line by Studio Claudy Jongstra

**04 Best Modern Design Standard**

Taala by Naziri

**05 Best Modern Design Superior**

Peacock by New Moon

**06 Best Modern Design Deluxe**

Prince of Wales by Zollanvari

**07 Best Traditional Design**

Tree of Life by Rug Star

**08 Best Transitional Design**

Garden Antracid by Global Overseas

**09 Best Modern Collection**

Manhattan Collection by Wool & Silk Rugs

**10 Best Traditional Collection**

Haik Collection by Jan Kath Design

**11 Best Innovation**

Cross me (k)not by cc-tapis

**DOMOTEX**

Hannover

11-14 Jan. 2014

**CARPET  
DESIGN  
AWARDS  
THE :2014  
WINNERS  
HAVE BEEN  
ANNOUNCED**

press  
release

**NASSAJI**  
EMROUZ

February 2014 No.137





# DOMOTEX

## DOMOTEX RUSSIA MEETS WITH STRONG EXHIBITOR INTEREST

- *Market leaders lined up to participate*
- *Russian market promises good sales prospects for floor covering suppliers*

**Hannover/Moscow.** The organizers of DOMOTEX Russia are reporting strong exhibitor interest in next year's show from Russia and abroad. Market leaders and flooring industry heavyweights such as Decora, Classen-Rus, Kährs Group (Karelia-Upofloor), Forbo Eurocol, Laminam Rus, Balta, Akteks and Tibetan Sheep are keen to be part of the action next April and have already confirmed their participation.

DOMOTEX RUSSIA is organized by Deutsche Messe's subsidiary OOO Deutsche Messe RUS and will next be held from 1 to 3 April 2014 at the ARTPLAY Design Center in Moscow. "We are very pleased with the strong interest the show is generating," said Martin Folkerts, Director Global Fairs at Deutsche Messe. "As with the premiere, the upcoming second season of our DOMOTEX Russia show will give its exhibitors the best possible head start as they seek to enter the thriving Russian floor coverings market. The participating providers of carpets and floor coverings will be able to showcase their products and collections in a highly targeted fashion to buyers and industry professionals from Russia and the other CIS states."

Now is a good time to be initiating new business in Russia, with many sectors of the country's economy on track for growth over the coming years. The construction industry is a case in point. Between now and 2025, the industry plans to build 355 new hotels in Moscow with a combined capacity of 81,000 rooms and 162,000 beds. This will boost demand for many kinds of products, including floor coverings. The local Russian floor coverings sector is unlikely to be able to fully meet this demand in terms of volume and quality, meaning that Russia will be reliant on foreign imports.

The DOMOTEX Russia exhibition program encompasses handmade and machine-made carpets, textile floor coverings, parquet and laminate flooring, resilient floor coverings, and application, installation and care solutions. The fair's target market includes distributors and purchasing executives from the wholesale and retail floor covering sectors. Other key target groups include architects, planners and construction-industry decision makers. The exhibits and displays at DOMOTEX Russia will be supported by an extensive program of conferences and forums featuring big-name speakers.

Deutsche Messe's support for companies interested in developing the Russian market goes well beyond April's fair in the Russian capital. To help its exhibitors forge valuable in-market contacts throughout the vast territory of the Russian Federation, Deutsche Messe has joined forces with Russian web portal flooring-expert.ru to stage regional industry conferences in Siberia and the Ural region. In the run-up to DOMOTEX Russia, exhibitors will have the opportunity to start building their regional networks on 11 February 2014 in Novosibirsk (Siberia) and on 19 March 2014 in Yekaterinburg (Ural Federal District). DOMOTEX Russia premiered successfully in Moscow in 2012. It was welcomed by the local carpet and floor coverings industry as a much-needed central market platform.



## Turkish Home Textile Industrialist's and Businessmen's Association

The global brand of the home textile sector "TURKEY" will draw attention with its special surprises at the HEIMTEXTIL Fair, which will be held between January 8th and 11th, 2014. A total of 164 Turkish firms will attend this particular meeting with their brand new collections and products, manufactured with advanced technology, and it will be no wonder that they are the most popular firms of the fair.

### **TURKEY IS THE TREND-SETTER COUNTRY OF THE HOME TEXTILE FASHION**

Being one of the important players of the world's home textile sector, Turkey strengthens its position and brand value in global markets day by day. Turkish firms participating in all international fairs maintain their claim to be "the leading country" in the fields of design and innovation.

Underlying that each year, many new Turkish firms attend the Heimtextil Fair, which is an important meeting point of the sector, Yaşar Küçükçalık, Head of Turkish Home Textile Industrialists' and Businessmen's Association (TETSIAD), indicated that not only the number of the attendants, but also the quality of the products presented in the fair is significantly improved.

### **"We Became The Trend-Setter Country"**

Yaşar Küçükçalık mentioned that Turkey has a deep and stable textile background, and with a rising graphic, it realizes approximately \$24 billion textile and ready-made garment exports, \$3 billion of which belong to the home textile products.

Küçükçalık stated that they are assertive about the rich collections and customer-oriented manufacturing and said: "Besides the characteristics of Turkey that I mentioned before, its strategic geographical position is also an important factor which makes us a popular choice. We manufacture and rapidly deliver our products to many countries, such as Europe, Russia, North Africa and Middle-East countries. Thanks to their experiences and professional business sense, Turkish firms are extremely reliable to work with."

### **EVTEKS Fair, A Demonstration of the Sector's Capacity**

The President of TETSIAD, Yaşar Küçükçalık, indicated that

hundreds of firms are in line to attend the EVTEKS FAIR, which is held each year in May, in Istanbul, and this is clear proof that EVTEKS is a global "brand" of the sector. Küçükçalık also stated that: "Our firms which came together under the guidance of our Association present an exemplary cooperation. As a result of an intense knowledge and know-how sharing, high value-added products and collections appear and they are imitated by others. We become a more competitive country by making use of our mentioned features and technological, logistical background and also our speed. Heimtextil is one of the important arenas of our sector. Each year, we enter in this arena as a more powerful country drawing more attention. Thanks to our outstanding brands, we are improving our reliability day by day."

### **ABOUT TETSIAD;**

Having approximately 1000 members, the Turkish Home Textile Industrialists' and Businessmen's Association(TETSIAD) represents 95% of the production potential of the Turkish home textile sector. TETSIAD, dating back 22 years, contributes to the branding potential of the sector in the global market. TETSIAD works to ensure the cooperation between the members, represent and introduce the sector to the domestic and foreign markets.

In addition, along with the EVTEKS Fair held each year, TETSIAD represents the developments in Turkish home textile sector to the domestic and foreign markets.





press  
release



## German Technology successfully met Indian Textiles

Frankfurt / Mumbai / Coimbatore, 16 December 2013 – The two VDMA Textile Machinery Conferences held beginning of December in Mumbai and Coimbatore received excellent feedback from Indian textile mills. 16 textile machinery builders from Germany, their agents and subsidiaries presented their latest technologies to more than 270 decision makers and technical management of Indian textile manufacturers.

In Mumbai, the conference was addressed by the honorary guests Mr A. B. Joshi, Textile Commissioner, Ministry of Textiles (Government of India) and Mr Michael Siebert, Consul General of the Federal Republic of Germany. Mr Joshi appreciated that German textile machinery builders are leaders in innovation and mentioned that the conference will deepen the longstanding contacts and cooperation between the German and Indian companies.

### Who's who of India's textile industry

Mr N. Jaganathan, Manager KG Denim Ltd., a renowned denim and home textile producer stated: "It was really a well organised conference and a strong technological counter at Coimbatore. Our minds are now sharpened with ambitions to improve the technologies in processing and machinery. We cheer the VDMA efforts for converting this conference very successfully."

Other famous Indian textile manufacturers that attended the VDMA conferences have been companies such as Arvind Mills, Birla Textile Mills, Bombay Rayon Fashions, Century Enka, Kusumgar, Mafatlal Industries, Nakoda, Welspun India, Reliance Industries, Rajasthan International, Raymonds, SRF and VTX Industries.

### Energy and material efficiency keep costs down

The focus of the conferences was on technology for fabric

production. The technology lectures of the German machinery builders were held in two parallel sessions "production, finishing and dyeing of knitted fabrics" and "production and finishing of woven fabrics".

In their presentations, the experts and engineers from Germany convincingly demonstrated that German technology is ahead when it comes to higher productivity, product quality, reliability as well as new or upgraded products such as technical textiles. High attention was paid to the issue of energy and material efficiency since it is a key to succeed in keeping costs down and so to increase profitability.

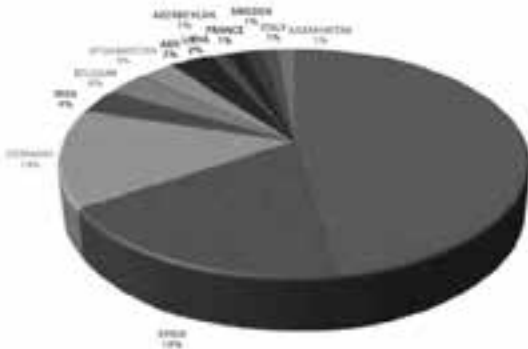
Life Cycle Costs was an important topic also during the lively panel discussions after the lectures. To put it in a nutshell: The initial price for a German machine pays off after a few years due to low maintenance costs and reliability in production. The reason behind this is that the investment costs represent only about 10-50 percent of the overall costs that occur during the entire lifetime of a machine. There are costs which are often not transparent at first glance and prove the German proverb "Buy cheap, buy twice".

More information on the VDMA events in Coimbatore and Mumbai can be found on [www.germantechnology-indiantextile.de](http://www.germantechnology-indiantextile.de)

### Participating German companies and institutions

A. Monforts Textilmaschinen, Allma Volkmann Zweigniederlassung der Saurer Germany, Brückner Textile Technologies, Erbatech, Groz-Beckert, Heusch, Hohenstein Textile Testing Institute/OEKO-TEX®, Karl Mayer Textilmaschinenfabrik, Körting Hannover, Landesbank Baden-Württemberg, Lindauer Dornier, Mahlo, Mayer & Cie., Merz Maschinenfabrik, Setex Schermuly Textile Computer, Thies, Welker Spintech, Wumag Texroll.

**FOREIGN INVESTMENTS IN GAZIANTEP ACCORDING TO COUNTRY OF ORIGIN**



• 196 companies manufacturing textile, knitting and apparel operate in **Şanlıurfa**, the other province in the region which has made a quick progress with incentives. These companies make up the 30 % of the manufacturing companies in the city.

• Approximately 40 % of the cotton produced in Turkey is produced in **Şanlıurfa** alone. The production is predicted to double with the completion of the irrigation projects of GAP (Güneydoğu Anadolu Projesi - Southeast Anatolian Project). The "textile industry based-on cotton" has started to develop in **Şanlıurfa** within this scope. Investments in ready wear have started to aim **Şanlıurfa**, especially with the New Incentive System and the development of the industry has gained momentum. Works to set up a "textile island" in 2<sup>nd</sup> OSB (Organized Industrial Zone), together with the Union of Ready Wear Exporters Union of Istanbul

has already started. In this context, it is intended to bring in small businesses, especially the side industry companies which serve within the ready wear industry. It is estimated that about 5000-8000 people will be employed in this "Textile Island" which is being planned to be established on a 360.000 sqm. land and to be completed in a few years. **Şanlıurfa** will be very important within the textile industry with the realization of these projects.

• There are 65 facilities manufacturing textiles, knitting and apparel in **Diyarbakır**, in which textile investments attract attention recently and investments still go on both in the organized industrial site and in the textile factories.

• Works are in progress for the "Textile City" in **Diyarbakır** in which 7500 people will be employed. The Textile City Project of the textile manufacturers of the Southeast which unites under the Association of Southeast Textile Industry and Businessmen (GÜNTİAD) is being realized with the leadership of the Governorship of **Diyarbakır**, and the support and contributions of the **Karacadağ** Development Agency. It is planned that the Textile City will start production at the end of 2014.

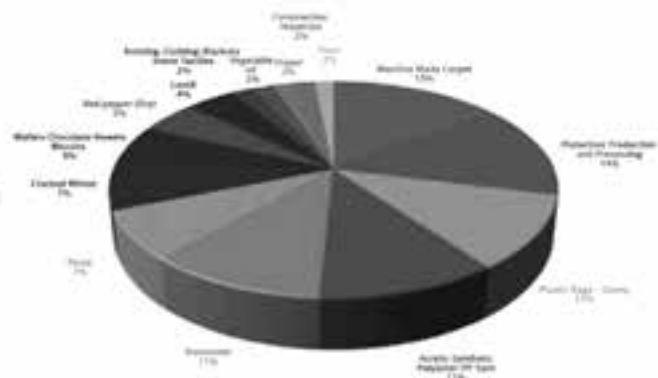
• 131 facilities continue their operations within weaving and ready wear industries in **Malatya**. **Malatya** has become an established center of manufacturing within the textile industry in the Eastern and Southeastern Anatolia Regions with the private sector investments. **Malatya** has the capacities of processing cotton, producing different kinds of yarn and making different kinds of fabrics such as hosiery, canvas, marquee, furnishing and denim.

• There are 282 Textile companies in Adana. 12 of these are among the biggest 500 industrial corporations of Turkey. 115 companies operate within the ready wear industry.

• **Midyat** district of **Mardin** takes its place in within the industry with its textile factories whose number increase every day. Hundreds of workers are employed in the 20 current textile factories. Companies of domestic and foreign trademarks have started to establish their facilities for manufacturing in **Midyat**.

• There are new investments for textile factories in **Batman** Organized Industrial Site.

**THE PRODUCTION CAPACITY BY SECTORS IN GAZIANTEP**



16 - 19 October 2014  
GAZIANTEP  
www.otm2014.com



## SOUTHEAST IN TEXTILE EXPORTS

Textiles and raw materials worth 2.1 billion dollars were exported from the Southeastern Anatolia Region in January – September 2013 period. According to the information given by the Southeastern Exporter Unions (GAİB), textiles exports which amounted to 1.8 billion dollars in the first 9 months of 2012, have increased to 2.1 billion dollars in the same period this year, with a 14% increase. Fabric exports had the largest share of the textile and raw materials exports with 506 million dollars, yarn exports amounted to 504 million dollars, and the chemicals exports were about 500 million dollars. Iraq became the first among the countries exported to, with 643 million dollars. Middle Eastern countries became the first among the country groups with 780 million USD export and the countries of the European Union (EU) with 666 million USD and African countries with 184 million USD followed them.

## SECTORAL EXPORTS OF GAZIANTEP AND ITS NEIGHBORING PROVINCES (1000 USD)

	01.01.10.2012	01.01.10.2013	01.01.01.10.2012	01.01.01.10.2013
<b>ADANA</b>				
Carpet	390	341	2.180	2.645
Ready Wear and Apparel	6.472	5.545	62.062	73.881
Textile and Raw Materials	30.150	41.548	334.326	361.290
<b>ADIYAMAN</b>				
Carpet	0	0	887	724
Ready Wear and Apparel	1.871	3.520	23.011	36.740
Textile and Raw Materials	590	447	8.076	6.052
<b>BATMAN</b>				
Carpet	0	118	1.522	254
Ready Wear and Apparel	0	0	963	10
Textile and Raw Materials	0	0	7	21
<b>DIYARBAKIR</b>				
Carpet	379	471	881	736
Ready Wear and Apparel	0	300	132	154
Textile and Raw Materials	50	553	4.134	1.737
<b>ELAZIĞ</b>				
Carpet	0	0	0	4
Ready Wear and Apparel	0	11	70	842
Textile and Raw Materials	0	0	6	3
<b>GAZIANTEP</b>				
Carpet	133.506	134.920	1.985.415	1.252.586
Ready Wear and Apparel	8.421	11.511	75.547	101.160
Textile and Raw Materials	80.160	93.523	763.196	896.276
<b>HATAY</b>				
Carpet	641	120	4.874	3.031
Ready Wear and Apparel	3.326	3.711	32.150	35.132
Textile and Raw Materials	1.060	1.334	18.419	14.314
<b>KAYSERİ</b>				
Carpet	1.220	1.388	10.877	16.187
Ready Wear and Apparel	1.132	824	12.406	10.907
Textile and Raw Materials	28.526	28.720	261.637	244.280

	01.01.10.2012	01.01.10.2013	01.01.01.10.2012	01.01.01.10.2013
<b>KİLİS</b>				
Carpet	0	0	0	0
Ready Wear and Apparel	0	1.117	80	10.727
Textile and Raw Materials	0	80	294	1.670
<b>KONYA</b>				
Carpet	0	0	230	72
Ready Wear and Apparel	4.472	5.200	49.200	61.674
Textile and Raw Materials	48.113	49.704	471.081	498.428
<b>MALATYA</b>				
Carpet	0	0	263	137
Ready Wear and Apparel	4.642	7.947	65.450	75.788
Textile and Raw Materials	893	1.413	8.863	13.268
<b>MARDİN</b>				
Carpet	348	220	968	1.324
Ready Wear and Apparel	13.742	24.300	103.196	149.540
Textile and Raw Materials	579	311	7.850	4.298
<b>MERKİN</b>				
Carpet	150	40	742	300
Ready Wear and Apparel	681	3.641	13.481	21.734
Textile and Raw Materials	737	367	13.361	9.600
<b>MİĞİC</b>				
Carpet	0	57	143	170
Ready Wear and Apparel	0	290	6	2.004
Textile and Raw Materials	494	584	7.024	6.932
<b>OSMANLIYE</b>				
Ready Wear and Apparel	0	0	0	0
Textile and Raw Materials	830	1.371	10.821	10.620
<b>SANKARYA</b>				
Carpet	0	218	0	447
Ready Wear and Apparel	167	171	1.161	3.012
Textile and Raw Materials	1.065	117	6.748	6.674
<b>ŞIRNAK</b>				
Carpet	2.241	976	6.243	4.658
Ready Wear and Apparel	634	3.527	6.847	15.112
Textile and Raw Materials	0	25	111	120

## A NEW INVESTMENT CENTER IN TEXTILES

Gaziantep is in the center of the region, where an important increase in the investments in textiles is seen, especially as a result of regional incentives. Other areas of investments which also attract attention are the neighbours of Gaziantep, such as **Adıyaman, Diyarbakır, Osmaniye, Şanlıurfa, Kahramanmaraş, Adana, Mardin, Kayseri, Malatya**. Moreover, almost daily flights from **Gaziantep to Erbil** and the busy customs borders also attract attention. The exports achieved to the Middle East and the countries of the EU is only one of the criteria to tell about the place and the importance of this city of ours within the Turkish economy. The share of Gaziantep and the other cities of Eastern and Southeastern Anatolia within the exports of Turkey have increased in the recent years and the exports of the region have exceeded 4 billion dollars annually.



**Gaziantep**, which is the most important gate opening to the Middle East countries, is also on the historical Silk Road..

- The region which is continuously renewed especially with the solution process...
- Southeast Anatolian Region has become a center of investment with the investors' discovering the region recently. 35 % of the textile investments in the Marmara and the Aegean regions is expected to be moved to the Southeast Anatolia within the next 5 years.

• **Gaziantep's** exports in 2012 were about 5.9 billion USD, with carpets 1.4 billion USD, textile and raw materials 932 million USD and garments 98 million USD. Machine made carpets make up the 25% of the exports of Gaziantep.

• There are 324 textile companies in 4 separate industrial zones in **Gaziantep**. With these companies, **Gaziantep** has shares of 82 % in machine and hand-made carpets, 95 % in machine made carpets, 92 % in polypropylene yarn, 60 % in tricot - knitted goods and 59 % in nonwoven cloth, compared to total production in Turkey.

• There are 1018 Textile and Raw Materials Companies and 227 Carpet Companies which are members of the exporter unions in Gaziantep.

• There are 249 Textile and Garment Producing Companies in **Kahramanmaraş**, a neighbouring province of Gaziantep. 82 of these companies produce yarn, 26 of them produce woven fabrics, 43 of them produce knitted fabrics, 47 of them are ginneries, 23 of them produce colorants, 2 of them produce cotton and 26 of them produce ready wear and nonwoven.

• Moreover, in **Kahramanmaraş**, 35 % of the total yarn production and 10 % of the total cloth production of Turkey is realized. The city is making preparations to produce the 50 % of the total cotton yarn and 20 % of the total knitted cloth produced in Turkey by 2023; investments are already taking place in order to achieve this target...

• The amount of the incentives already granted to **Kahramanmaraş** is about 1.2 billion USD and it has the largest share of incentives used in the region with 45,9 %. Moreover, textile investments of 536.million USD still continue. They have the largest share of the investments.



## SOUTHEAST ANATOLIA; THE CENTER OF THE TEXTILE INVESTMENTS, WILL MEET WITH **OTM 2014 FAIR IN GAZIANTEP**



Investments made in the textile and integrated factories attract the highest level of attention in the Southeast Anatolian region, which is the center of investments, especially with the effect of peace in the region and the incentives granted during the recent years. The number of "Organized Industrial Zone"s increases in direct proportion to the number of facilities. The investors in the region are getting prepared to meet with the textile and apparel technology manufacturers at the OTM 2014 Middle East Textile Machinery Exhibition that will be held on 16<sup>th</sup>- 19<sup>th</sup> October 2014.

Tüyap Tüm Fuarçılık & Teknik Fuarçılık, which has organized ITM Texpo Eurasia, which is the only textile machinery exhibition of Turkey and the region, and one of the most important textile machinery exhibitions of the world since 2004, this time made a partnership for a new meeting in Gaziantep, the center of textile investments. The OTM 2014 Middle East Textile Machinery Exhibition, which will offer the meeting of the most important technology manufacturers both of Turkey and the world, with the investors will be held on 16<sup>th</sup> - 19<sup>th</sup> October 2014, in two halls with a total of 28.000 square meters total covered area, in Gaziantep Middle East Exhibition Center. The OTM 2014, whose allocation and sales works have already begun, will be an important meeting in the region, in which both the incentives and investments have increased specially in recent years.

### In the OTM 2014 Exhibition

- Cotton and Fiber Preparation Machinery
- Yarn Preparation Machinery and Accessories
- Yarn Winding Machinery
- Weaving Preparation Machinery
- Weaving Machinery
- Carpet and Tufting Machinery
- Flat and Circular Knitting Machinery
- Dyeing - Printing - Finishing Machinery
- Textile Chemicals, Laboratory Equipment and Quality Control Systems.
- Embroidery and Quilting Machinery
- Garment Making Machinery
- CAD - CAM - CIM Application and Automation Systems,
- Machine Spare Parts and Accessories

