Intex South Asia: Growing Exponentially Year-on-Year

Intex South Asia 2017 saw 46% exhibitor and 67% international buyer growth

- 200+ exhibitors from 15 countries and 3,000 buyers from 21 countries participated in 2017

Intex South Asia is the biggest international apparel textile sourcing show for Yarns, Apparel Fabrics, Denim Fabrics, Clothing Accessories and Allied Services in the South Asia region.

Intex South Asia has created a comprehensive platform under one roof, connecting the entire manufacturing and supply chain by bringing together the best manufacturers of apparel textile products and clothing accessories coupled with serious buyers from across South Asia and the rest of the world.

Intex South Asia is focused on transforming the South Asia region into a textiles and garments powerhouse. With Sri Lanka regaining GSP Plus, countries can make use of 'regional cumulation' to benefit from Rules of Origin (ROOs) when local sourcing for product input is not possible. Regional cumulation creates stronger regional co-operation between countries which are members of an EU recognised regional grouping like SAARC and countries which are GSP beneficiaries.

Understanding this, Intex South Asia strengthens intra-regional trade helping manufacturers and buyers take advantage of opportunities developing in the South Asia region by combining their strengths and joining hands to create stronger business ties under one trading platform.

In 2017, 200+ exhibitors from 15 countries including India, Pakistan, Sri Lanka, Bangladesh, China, Korea, Taiwan, Hong Kong, Thailand, Indonesia, Singapore, Switzerland, Turkey, Australia and USA exhibited top quality products for the 2018-19 Spring/Summer collections.

Mafatlal Industries Limited, India said, "We are happy to be here at Intex South Asia. This is the 1st time we are showcasing our denim fabrics here and the response is positive. We met many sourcing offices of international brands, garment factories as well as home grown brands of Sri Lanka which we see has a lot of potential. We are looking forward to participate at the Fashion Fiesta 2018, which was very well organised by Worldex India."

Buyers from 21+ countries comprising India, Pakistan, Bangladesh, Nepal, Dubai, UK, Italy, Australia, Austria, Spain, Germany, Hong Kong, Taiwan, Malaysia, Uganda and Nigeria to name a few, converged in Colombo for Intex South Asia to create new and strengthen South Asian and international business ties.

Madeline King, 3Squids, Australia said, "We had a very good visit and found the expo to be excellent. I connected with some good suppliers which I am now in

communication with from India, Hong Kong, Pakistan and Sri Lanka. We shall be there next year @ Intex South Asia 2018."

Intex South Asia's exclusive platform has attracted top global companies to launch in Sri Lanka. WGSN and Woolmark made their Sri Lanka debuts at Intex South Asia.

Intex South Asia's seminars and interactive business forums deliver high quality market intelligence to support industry efforts to upgrade, move up the value chain, better understand intra-regional trade, leverage better FX practices and help manufacturers gain a competitive edge.

In 2017, Intex South Asia presented a unique offering - 'Fashion Fiesta', an exclusive networking event along with a fashion extravaganza. 500+ buyers and invitees from different regions and countries along with international exhibitors witnessed a fashion show which saw leading international companies like The Woolmark Co., Reliance Industries Ltd., Taiwan Textile Federation, Mekotex from Pakistan, etc. showcase their textile innovations and trendy collections. Intex South Asia is growing bigger year-on-year, bringing some of the world's most renowned exhibitors and buyers to Sri Lanka. Grab this opportunity to visit and experience Intex South Asia 2018 – the single, biggest platform for apparel sourcing in this region. For more information visit: http://www.intexfair.com.