

Gartex India is Now Gartex Texprocess India!

MEX Exhibitions and Messe Frankfurt India enter into a strategic alliance for creating a unified industry platform called 'Gartex Texprocess India'.

Having made their debut in 2016, both Gartex India and Texprocess India have received tremendous response from the industry, with leading associations and companies in the garment and textile machinery sector coming forward to support the shows. Now, both the exhibition majors have joined hands to create an integrated business platform for textile sector - Gartex Texprocess India. The event will be part of Messe Frankfurt's Texpertise Network leveraging on the group's strong global network and expertise in the sector.

Leading in both apparel consumption and exports, India holds the second largest textile manufacturing capacity globally with the textile machinery sector witnessing a growth of 8-10 percent year on year. As the world's second largest exporter of textiles and clothing projected to reach USD 300 billion by 2024, Indian apparel manufacturers are moving towards increasing their manufacturing capacities and upgrading technology, giving rise to automation garmenting processes to enter the Indian market.

MEX has been successfully organising Gartex from the past three years and over this short period, the Show has carved a niche for itself in the industry. It began as a platform for garment & textile manufacturers but now sees the patronage of various players of other complementary sectors as well. It covers all segments of the industry including latest machines, spares & consumables, raw materials, trimmings & embellishments, logistics & packaging solutions, etc. The exhibition is held annually in New Delhi and has also added segments like Innerwear Manufac Zone, India Laundry Show & Denim Show along the way. On the other hand, Texprocess sees exhibitors from around the world to present the latest machines, plants, processes and services for the manufacture of garments and textile and flexible materials. It was launched as a pavilion to create an innovation platform for garment-manufacturing and textile processing at Techtexil India tradeshow in Mumbai.

With the merger of the two strong textile trade fair brands, the organisers, MEX Exhibitions and Messe Frankfurt Trade Fairs India Pvt Ltd, aspire to work in collaboration for India's textile industry development, facilitating global sourcing and networking in the textile value chains.

As Gartex has joined hands with Texprocess now, it is clear that the partnership will benefit from the synergies that will be created due to higher operational efficiencies, improved logistical know-how, and overall commercial benefits. The experience and scale of operations of Messe Frankfurt will enable Gartex to grow beyond and push its standing further up in the garment & textile industry. It will help create a strong and effective partnership that will give a boost to the Show by making it more expansive, while at the same time broadening its horizons.

Gaurav Juneja, Director of MEX Exhibitions Pvt Ltd, says, "Gartex India has grown multifold in size since its debut in 2016, making the event wider in scope and greater in significance year after year. It

has created new standards for the industry in terms of enhancing awareness, excellent networking, knowledge dissemination and industry bonding. Now, it is time to take it to the next level and with this Strategic Alliance with Texprocess of Messe Frankfurt Trade Fairs India, Gartex India will realise its true potential and soar to even greater heights.”

While the show will continue to maintain a strong focus on garment and textile manufacturing solutions, embroidery machines, digital textile printing sector, sewing machines, laundry solutions, innerwear manufacturing, denim show, fabrics, accessories among others, the organisers aim to expand its exhibit segments to cover complete textile process chain in the coming editions. This includes technologies involved from design, cutting, sewing, knitting and embroidery to finishing, refining, IT and logistics which will supplement its textile technologies portfolio through the association with Texprocess.

Talking about the alliance, Raj Manek, Executive Director and Board Member of Messe Frankfurt Asia Holding Ltd, says, “Our shared commitment for industry development has led to the decision of working in collaboration with MEX Exhibitions. Together, we are positioned to grow and more importantly provide industry stakeholders with a strong brand of enhanced offerings through a single-source business platform - ‘Gartex Texprocess India’. Moreover, the alliance has set pace for our brand expansion strategy as India is one the most promising textile markets.”

The unified Gartex Texprocess India edition will be held from 10 – 12 August 2019 at Pragati Maidan, New Delhi in India.