

## **Organisers of Gartex Texprocess India announce strategic tie-up with Confederation of Indian Textile Industry for the hybrid edition**

**Messe Frankfurt India and MEX Exhibitions Pvt Ltd have joined hands with the Confederation of Indian Textile Industry (CITI) for the maiden hybrid edition of Gartex Texprocess India, which has now been rescheduled to December 2021. Ahead of the hybrid exhibition, the organisers will keep the garment and textile manufacturing segment players engaged through a series of digital symposiums.**

In a bid to provide strong business push to the textile and apparel sector, the Confederation of Indian Textile Industry (CITI) has signed an MoU with Messe Frankfurt India and MEX Exhibitions Pvt Ltd, organisers of India's leading textile and garment machinery & accessories fair. The strategic partnership aims to reconnect the textile and apparel value chain for business at the first hybrid edition of Gartex Texprocess India and support the sector as it recovers from the effects of the pandemic by enabling reach to domestic and international buyers through the show's new multimodal format.

At the signing of the MoU, Dr S. Sunanda, Secretary General, Confederation of Indian Textile Industry shared: "India has shown that it is innovative and self-reliant when it comes to the textile sector, and as the sector is gearing up to demonstrate value added benefits of Indian products, we are happy to partner with Gartex Texprocess India, which has proven to be a credible platform for business. We are confident that with the organisers' vision and the platform's hybrid format, we can facilitate the growth, development and business collaborations within the industry."

Mr Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd, added: "By partnering with CITI, we intend to bring greater participation and product showcases on the show floors of Gartex Texprocess India. The support and reach of CITI will go a long way in bringing the industry together and creating opportunities for trade and investment."

Additionally, the organisers have also announced that the fair will now be held from 3 – 5 December 2021, instead of its originally planned schedule in August 2021. This move ensures better planning flexibility for exhibitors and will render a stronger B2B engagement experience through its physical and virtual platforms.

Commenting on the developments, Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd, shared: "We are glad to join hands with the Confederation of Indian Textile Industry (CITI) and believe that the support and reach of CITI will bring in strong value to the fabric segment of our trade fair while opening doors to lucrative business engagements for the industry."

Further elaborating on the decision to host the trade fair in December.” Manek added: “We are optimistic that the increasing roll out of vaccination and setting up of vaccination drives will help in stabilising the socio-economic scenario and provide a healthy business environment to host the fair. It will also give exhibitors more time to prepare for the hybrid edition and bring their best product showcases on stage. However, until the exhibition goes live, we aim to keep the textile and garment industry professionals engaged with crucial learning.”

Being one of the leading industry chambers of the textile and clothing sector of India, CITI represents the major leading regional & industry associations and 18 major corporate members, thus, covering the entire textile value chain from farm to garments & made-ups and the textile machinery industry. It is the only National Association which covers the entire spectrum of the T&C Industry spanning both domestic and export market.