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Why Intex Sri Lanka 2023 Was a Game-Changer



Intex Sri Lanka 2023 international textile sourcing fair concluded on a high note with record attendance of 4780 visitors and an overwhelming response from the Sri Lankan textile & apparel industry.

Drawing an unprecedented number of industry professionals from across the globe, Intex continued to cement its position as the premier textile sourcing event in the Sri Lankan and South Asian textile and apparel industry.

The presence of professionals ranging from manufacturers and designers to retailers saw Intex Sri Lanka become the central converging point for Sri Lankan and South Asian industry to explore the latest developments and forge invaluable connections with exhibitors from all over the world.

The Grand Opening Ceremony was held on 9th August 2023 at Mihilaka Medura at BMICH, Colombo. Present on the occasion as Chief Guest was Acting High Commissioner of India, Dr. Satyanjal Pandey in the presence of the Ambassador of Cuba, H.E. Andrés Marcelo Garrido; High Commissioner of Malaysia to Sri Lanka, H.E. Badli Hisham Adam; Guest of Honour Dr. Bernard Kingsley, Chairman & CEO of the Export Promotion Board of Sri Lanka and Mr. Son Joo Hong, Director General of Korea Trade Investment Promotion Agency (KOTRA) in Colombo.

Speaking on the occasion, Acting High Commissioner of India, Dr. Satyanjal Pandey said, "Exhibitions like Intex Sri Lanka are important in strengthening the ties between our countries. Going forward, this exhibition will play an important role in growing business relationships between India and Sri Lanka and I look forward to the industries of both countries collaborating with each other to create better export opportunities for all."

Guest of Honour, Dr. Bernard Kingsley, Chairman & CEO, Export Development of Sri Lanka said, "We are grateful to Worldex India for organizing this fair in Sri Lanka as this fair helps us source much needed textiles from the many different participating countries to grow our apparel industry. At the same time it helps strengthen relationships which help us grow together which is the need of the hour."

Fostering a dynamic platform for networking, learning, and business collaboration, the fair was a truly global affair, welcoming representatives from over 10 countries. This international presence not only highlighted the fair's significance on a global scale but also underscored the crucial role it plays in facilitating cross-border partnerships to grow the industry.

Yohan Lawrence, Secretary General of the Joint Apparel Association Forum (JAAF) stated, "The Joint Apparel Association Forum is very proud to once again partner with Intex in Colombo and are really excited in having a physical show in August this year. Intex is being organised at the right time as post-Covid, the Sri Lankan apparel industry has seen an incredible recovery with the industry operating at full capacity."

Yasotharan Paramanatham, President, Sri Lanka Apparel Brands Association, stated, "Intex Sri Lanka is the right exhibition at the right time as this is the time when most Sri Lankan brands are looking for overseas opportunities and networking here will definitely enable them to connect with the right suppliers, yarn and fabric manufacturers, trims to fulfil the various supply chain needs in Sri Lanka. At this important time, Intex enables us to eliminate travelling time and to access all our needs on one sourcing platform."

Gopal Iyer, Secretary General, Sri Lanka Apparel Sourcing Association said, "We welcome Intex to Sri Lanka once again. The only way that the industry can grow is to have integrity between buyers and

sellers to have better products manufactured and sourced from this region and have better output with regional collaboration being the foremost as the way forward. Hence, we request Intex Sri Lanka to keep coming back and we really support and endorse them year after year.”

Continuing with the Intex practice of providing high level industry knowledge, the Interactive Business Forum (IBF) Seminar Series 2023 at Intex Sri Lanka saw suppliers, manufacturers, certification organisations, trend forecasters and industry stalwarts from across the world presenting their expert views at this industry forum. IBF saw industry experts including Mr. William Bettendorf, Director, Global Supply Chain Marketing & South Asia, Cotton Council International (USA); Mr. Ganesh Kasekar, South Asia Representative, GOTS (Germany); Mr. Rajesh Satam, Joint Director of the Cotton Textiles Export Promotion Council (Texprocil) India; Mr. Yasotharan P., President of the Sri Lanka Apparel Brands Association (SLABA); Mr. Mohit Maheshwari, Sr. VP Marketing, Maral Overseas Ltd.; Mr. Edga Melan, General Manager, Group Engineering & Sustainability, Teejay Lanka and Mr. Puneet Dudeja, Director Business Development, South Asia for WGSN (USA).

A 220+ audience connected strongly with the forum discussion on ‘Re-imagining Fashion - Panel Discussion on Materials Innovation, Sustainability and Circular Fashion’ as well as the presentation by WGSN on SS’24 trends for men and women which presented not only the upcoming colours and designs but also the continuing trend of sustainability and its steady growth into mainstream fashion and apparel industry.

Intex Sri Lanka 2023 left an indelible mark on the industry, setting new standards for excellence, diversity, and global engagement. The resounding success of the fair has undoubtedly solidified its reputation as a premier event in the textile calendar across India, Sri Lanka and Bangladesh.

Industry professionals worldwide eagerly await the **next edition of Intex** which is taking place in **India** from **7th - 9th December, 2023** at **IICC, New Delhi**.

For more information, visit – www.intexsouthasia.com or contact Zahir Merchant, Project Head, Intex Shows on +91 9820028359.