CMAI Hosts Exclusive Pre-Show Summit to Propel Indian Apparel Brands Ahead of 2024 Dubai Mega Show

The Clothing Manufacturers Association of India (CMAI) successfully hosted an exclusive Pre-Show Summit on September 20, 2024, in Mumbai, gathering six leading agents and distributors from the Middle East and Africa (MENA) region. This summit is part of the lead-up to the much-anticipated 2nd edition of CMAI's Brands of India – A Global Mega Show, which will take place from November 12 to 14, 2024, at the Dubai World Trade Centre. The summit offered a unique opportunity for Indian apparel manufacturers to gain valuable insights into the MENA market, a crucial region for expanding exports.

Speaking on the importance of the summit, CMAI President Rajesh Masand highlighted how events like these foster deeper understanding of market needs and allow members to forge new business relationships. "This kind of focused event surely helps us to closely understand the MENA region market needs and enables our members to prepare for new business relationships, thereby availing an opportunity to grow in the export business," he said. Masand further emphasized that online visitor registrations for the upcoming Dubai show are progressing well, with expectations of a strong buyer turnout from across the globe.

Key Participants and Discussions

The summit welcomed influential agents and distributors from the MENA region, including:

Mr. Peter Raichandani, Profile Trading Co. (Dubai)

Mr. Saifuddin Amjawala, Al Azhar Int'l (Kuwait)

Mr. Anil Gulwani, Toos Trading Co. (Riyadh)

Mr. Jagdish Kewalramani, Haidarous Trading (Dubai)

Mr. Nicil Chhatbar (Jeddah)

Mr. Elangovan Viswanathan, SNQS Int'l (Buying Group)

Mr. Rajeev Arora, Medori Co. (Kenya)

CMAI officials, including President Rajesh Masand and Chief Mentor Rahul Mehta, led insightful panel discussions, sharing their perspectives on global market trends. More than 125 participants from across India—representing cities such as Mumbai, New Delhi, Noida, Lucknow, Surat, Kolkata, Tirupur, Ahmedabad, Jaipur, and Ludhiana—attended the event. The summit provided them with an unparalleled opportunity to network with the invited agents and distributors, engage in one-on-one discussions, and gain a deep understanding of

local buyer preferences, pricing models, packaging standards, and sourcing procedures within the MENA region.

Promising Outlook for Brands of India 2024

The upcoming Brands of India trade show promises to showcase over 150 top-tier Indian apparel brands across Men's, Women's, and Kids' wear categories—ranging from casual to ethnic and western formal attire. The event presents a rare sourcing opportunity for retailers, department stores, wholesalers, agents, distributors, franchisees, importers, traders, e-commerce platforms, and buying houses, particularly from the MENA region and beyond.

The show is supported by notable organizations, including the Ministry of Textiles, Government of India, the Indian Embassy in UAE, Apparel Export Promotion Council (AEPC), Noida Apparel Export Cluster (NAEC), Texmas (Dubai), and RGM Group (Dubai). With such extensive backing, the event is expected to draw significant attention from international buyers and facilitate impactful business collaborations.

Building on Last Year's Success

The first edition of Brands of India held in November 2023 in Dubai was a resounding success, attracting over 2,800 overseas buyers from 63 countries. The upcoming 2024 edition is set to raise the bar even higher, further establishing Indian apparel brands on the global stage.

With this Pre-Show Summit providing a strategic preview, both the participants and the international delegates have much to look forward to at Brands of India 2024. The event stands as a testament to CMAI's ongoing efforts to boost India's apparel exports and solidify its position in the global marketplace.