

# PRESS RELEASE



Yarns • Apparel Fabrics • Denims • Accessories  
South Asia's Premier Sourcing Fair

16 17 18 November  
2016

Colombo, Sri Lanka

Sri Lanka Exhibition & Convention Centre

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## Intex South Asia 2016 – Your Gateway to South Asia & International Markets

The dynamics of the global garment and apparel industry have changed considerably in the last decade. The industry is shifting from China, the world's largest clothing exporter, towards developing regions like South Asia and other emerging markets. Increasing wages in China have led international brands to focus their energies on, and seek alternatives in countries like Bangladesh, India, Pakistan and Sri Lanka.

South Asia's position as the premier garment export hub in the world has been further cemented with the World Bank stating that South Asia is best placed to lure garment and textile businesses with its lower wages and its demographic advantage of having the largest youth population (487 million) in the world.

The World Bank report further states that a 10% increase in Chinese apparel prices will result in a 13–25% rise in SAR countries' (Bangladesh, India, Pakistan and Sri Lanka) apparel exports to the United States, not to mention a corresponding increase in apparel exports to the Eurozone.

Understanding the growing importance and potential of this region Intex South Asia was created to help manufacturers and buyers take advantage of these opportunities. It is the only international sourcing textile show in South Asia region connecting global exhibitors from India, Pakistan, Bangladesh, Sri Lanka, China, Korea, Taiwan, Hong Kong, and more to buyers from across the South Asia region and other international markets.

The potential for intra-regional trade is tremendous and is a critical gap that needed to be filled. Currently, Intex is the only platform in South Asia promoting intra-regional trade, thus positioning itself as the gateway to South Asian markets.

The inaugural edition of Intex South Asia in 2015 saw a grand opening ceremony, inaugurated by Hon'ble Sujeewa Senasinghe, State Minister of Development Strategies & International Trade in the presence of Mr. Arindam Bagchi, Deputy High Commissioner of India and Ms. Indira Malwatte, Chairperson & CEO, Export Development Board (EDB) along with Presidents and Chairpersons of leading trade bodies from Sri Lanka and other countries.

The specialised zones at Intex like Denim World (showcasing denim yarns, fabrics, accessories and washes); Trends Zone (forecasting latest trends and designs) and Innovation Zone (exhibiting latest innovations in textiles as well as services) provide a focused approach, assisting buyer and exhibitor interaction.



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Why is the world interested in South Asia? South Asia is the fastest growing region in the world – its economy expanding by 6% in 2015 & 6.4% in 2016 with the largest youth population in the world. At the same time, South Asia manufactures 80% of the world’s brands, is considered the next garmenting hub of the world and is recognized as one of the best manufacturing, sourcing and distribution destinations for garments, textiles, accessories and finished products. India, Bangladesh, Sri Lanka & Pakistan together exported garments worth US\$ 49 billion in 2014-15 and are expected to reach US\$ 84 billion by 2020.

The world is taking notice but the connections and networking are missing links which need to be connected right away. Intex South Asia bridges the gap and converges buyers and suppliers under one networking platform. It is the only fair in South Asia specifically designed to synergise the garmenting needs of international brands with the manufacturing strength of South Asia satisfying both exports and large domestic markets.

For Intex South Asia 2015, Ms. Indira Malwate, Chairperson & Chief Executive, Sri Lanka Export Development Board (EDB) said, “Intex South Asia will create a unique opportunity to connect and source. The event will facilitate Sri Lankan apparel manufacturers to source their fabric and accessory requirement under one platform.”

Similarly, Mr. Azeem Ismail, Chairman, Joint Apparel Association Forum (JAAF) stated, “Sri Lankan exhibitors will get direct benefits of being able to access and interact with buyers from other countries on one single platform.”

While Mr. Saif Jafferjee, Chairman, Sri Lanka Apparel Exporters Association (SLAEA) said, “Intex will surely be an ideal chance for large and small scale companies to gain exposure. Intex will facilitate and strengthen business partnerships and create a positive platform for future business.”

We invite you to visit and experience Intex South Asia 2016, the only international textile sourcing show in South Asia region and the only platform giving you in depth, on ground insights to help you penetrate and develop the vast South Asian market.

**Organiser**



**Worldex India Exhibition & Promotion Pvt. Ltd.**

309, Parvati Premises, Sun Mill Complex, Lower Parel (West), Mumbai - 400 013 India.  
 Tel: 91-22-4037 6700 - 30, 2494 4672/73 | Fax: 91-22-2496 2297  
 E-mail: [intexfair@worldexindia.com](mailto:intexfair@worldexindia.com) | Website: [www.worldexindia.com](http://www.worldexindia.com)

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