

## INTEX 2016 PRESS RELEASE 3

### ***The stage is set for the 2<sup>nd</sup> edition of Intex South Asia to showcase the best of textiles from more than 11 countries!***

Intex South Asia's vision was to fashion a show which would bring together suppliers and buyers from across South Asia and the world onto a single networking platform. Judging from the excellent response and positive reviews we received for Intex in 2015, we are confident that the show will soon be a truly international show, attracting global exhibitors and buyers to Sri Lanka, the hub of South Asia. The positive response for the first edition in 2015 was clearly visible in the opening ceremony which was attended by VVIPs comprising senior ministers, diplomats, government officials, heads of industry associations and business leaders.

The aim of the new edition of Intex South Asia which will take place from 16-18 November at Sri Lanka Exhibition and Convention Centre, Colombo is to present and showcase the entire value chain by bringing together the best manufacturers of yarns, apparel fabrics, denims, clothing accessories and allied services.

Sri Lanka will soon witness leading international buyers visiting Colombo to attend and source at Intex South Asia. Leading buyers attending the show are from India, Bangladesh, Malaysia, Spain, Pakistan, Saudi Arabia, Hong Kong, China, Thailand, Mauritius, Iran, Australia, USA, UK, Europe, Nigeria, South Africa and many more. The Sri Lankan apparel industry has also blocked their calendar to visit with their teams at this important mega event.

Speaking on Intex South Asia 2016, Sri Lanka Export Development Board's Chairperson & CEO, Ms. Indira Malwatte said *"Intex South Asia in its first edition last year saw a very positive response from within Sri Lanka and I am sure the second edition will go far to increase its reputation as a trade fair which will take the industry forward in terms of manufacturing and exports. Sri Lanka Export Development Board is pleased to be associated with Intex South Asia – South Asia's only international sourcing show to be held in Sri Lanka."*

The second edition of Intex South Asia will host more than 150 international suppliers from India, Pakistan, Bangladesh, Sri Lanka, China, Taiwan, Korea, Italy, Japan, South Africa, Indonesia, Malaysia and Singapore. In fact, Intex South Asia 2016 has seen an increase of 35% in exhibitors over last year's show.

Intex South Asia is presenting international business forum on the theme **"South Asia Powering the Global Textile & Garment Industry."** Three eminent international speakers would be sharing their views and thoughts on investment and growth opportunities in South Asia region on 16<sup>th</sup> November, 2016 from 3pm-5pm at the exhibition venue.

Also, for the very first time in Sri Lanka, Intex South Asia along with WGSN – the world's premier trend forecasting and analytics firm – are organising an exclusive presentation on Men & Women Fashion Trends and Forecast for Autumn-Winter 17/18 Season. The session will be presented by Ms. Kim Massimo, Head of WGSN Live, London on 17<sup>th</sup> November, 2016 at the exhibition.

Speaking on this occasion, Ms. Arti Bhagat, Director of Worldex India said, *"We are confident that the fair would provide a single networking platform for all the stakeholders and through Intex South Asia, the global textile and apparel industry would foster stronger business ties and collaborations."*

We are sure the fair will be the highlight event of the apparel and textile industry and invite everyone to expand, connect and grow at Intex South Asia 2016.