



# GTTES 2015 beckons

India ITME Society creates a new business platform for the textile engineering industry



India ITME Society presents "GTTES 2015" a value for money and time event. GTTES 2015 is not just an exhibition, but a live business experience, an outstanding marketing opportunity offering one to one interaction with the buyer at the event.

Global Textile Technology and Engineering Show will be held from January 20-22, 2015 at Mumbai. It is a single window access to textile technology, new markets and customers, engineering solutions and International trade.

India ITME Society a non-profit industry body strives to promote manufacturing, investments, joint ventures, innovation technology and business solutions for the textile and textile engineering industry.

The motto is to create an event, whereby the measure of success is the success of an exhibitor. India's strategic location and

democratic atmosphere offers easy access to all neighbouring economies as well as offer opportunity to experience the pulse of local customers, especially Indian markets with their huge population base and growing rural markets.

GTTES 2015- Focus Asia in Mumbai serves as an ideal convergence point for all exhibitors, buyers, Agents and regional market dealers from all Asian countries to establish a strong networking and customer service relations.

Sanjiv Lathia Chairman, India ITME Society, elaborates on the significance of the show and its potential impact.

### How was GTTES conceptualised by India ITME Society?

The answer goes back to 2010, when at an international press conference in Shanghai and later in Barcelona Mr. Bachkaniwala past chairman India ITME Society announced launch of a new business event addressing the future needs of the textile industry. There was a demand from the industry to have a global exhibition every 2 years as 4 years gap between India ITME series was considered too long. Indian Textile industry is today poised for a new flight ready to expand its horizon. It needed a world class platform to keep up to international competition for new technology, new market, new investment, new customers. This need conceived Global Textile Technology and engineering show(GTTES 2015).

### In what way do you see GTTES 2015 making an impact on the Indian, Asian and global markets?

Asia today is the center of the global textile industry, the world's largest textile machinery market. The region is on the verge of entering a new phase with Intra-Asia trade predicted to double to explosive US\$350 BY 2025, making it most attractive market block for exporting nations. Global apparel market is expected to cross US\$2 Trillion mark. 70 % of world fiber processing takes place in Asia. China, India and Pakistan account for 60% of world fiber

consumption. It is predicted that combined size of Chinese and Indian Apparel market will become bigger than USA and EU, making this a future opportunity for textile engineering and services. The Asian market demand for textile machinery and demand for high performance, demand for high-quality, high degree of automation and energy-saving equipment is growing.

The scope and opportunity in Indian market is unfathomable with only a small portion of the potential tapped till now.

India is a developing market and unlike saturated markets, there is opportunity everywhere and every push will act as a catalyst creating a ripple effect with far reaching result in both domestic and regional markets for manufacturers and customers. A quality exhibition with correct exhibitor combination and profile is a marketing tool which has far reaching effects. GTTES 2015 has already started making waves and has created an excitement in the industry, both Indian and International. Chinese manufacturers are participating and looking at tapping Indian market in a big way.

GTTES 2015 will create and facilitate multiple joint ventures, more business for selling agents and overseas representatives. A new wave for textile and textile engineering industry will emerge out of this special event held in India.

### What are your expectations from the inaugural GTTES?

GTTES 2015 has garnered response from industry more than our expectation.

GTTES 2015 has 33 supporting partners from India and overseas. Within two and half months of opening bookings we have completed our bookings and now opened bookings for additional phase with extra space. Visitors have registered already from Hong Kong, Malaysia, Bangladesh, Pakistan, middle east etc. apart from enthusiastic Indian customers from many regional textile hubs. By itself it will be a strong and bold show in its first edition itself. Like India ITME series it will be held every 4 years , thus

giving India 2 mega shows every two years facilitating and creating business opportunity plus bringing in the latest TEXTILE technology from world across to India.

### Why was Mumbai selected as the venue for the event's debut?

Mumbai is commercial capital of India and well known and most familiar city internationally. Even visitors from other states of India prefers coming to Mumbai for events as they can utilise their time better for business here. Even international delegates prefer Mumbai especially from neighbouring countries as it enables them to fly in fly out in shortest time possible.

### What were some of the key challenges faced in taking GTTES 2015 from concept to implementation? How did you overcome them?

As said before GTTES was conceived out of demand from industry. So assimilating the need of the day, selecting appropriate chapters for new event was challenging. Placing the new event in the market, brand building and ensuring a separate event profile was very important as GTTES is a complementary platform to India ITME not a competition.

India ITME Society has 35 years of experience in organizing exhibitions and India ITME is today one of the largest textile events in the world. This learning has proved very useful and helpful in every aspect of launch of our new product GTTES.

We hope and strive to take GTTES to its full potential and make it one of the boldest and high quality textile event globally.

### Do you feel that India ITME Society is uniquely positioned to conceptualise and organise new offerings like GTTES?

India ITME Society established in 1980 today has grown into an international standard organization with networking and associates across globe. A non profit industry body, the society serves the Textile Engineering Industry through exhibitions, Events, Trade Promotion



Mr. Sanjiv Lathia  
Chairman, India ITME Society

“ GTTES 2015 will create and facilitate multiple joint ventures, more business for selling agents and overseas representatives.



“ India ITME Society, has always strived to create events where the focus is not just bringing exhibitors and visitors under one roof but create conducive business atmosphere and facilitate customer connect globally.

Services, Education Scholarships, Student Placements, and Consultancy etc.

Being a non profit organization, India ITME Society strives to create events where the focus is not in bringing in exhibitors and visitors under one roof but create conducive atmosphere, opportunity and facilitate customer connect and market access not only in domestic market but all across neighbouring regions as well as globally. The ITME event plays hosts to business visitors from more than 63 countries across globe.

Continuing its path of service to industry, India ITME Society has expanded its activities and now provides support to Textile and Textile Engineering Industry in many fields as below:

A) International business events- Not only bringing together exhibitors and visitors together but ensuring successful and satisfactory business at ITME Events is key to super successful exhibitions organized by India ITME Society. India ITME Society now offers two global events addressing sectors across Textile Industry.

- ITME SERIES
- GTTES SERIES.

B) Trade Enquiry Services- Facilitating Textile and Textile Engineering Industry to connect with worldwide buyers, sellers, service providers, Research Institutes, India ITME Society has launched Trade enquiry services at its portal. Textile engineering and allied Industry are welcome to utilise this facility to generate leads and also access specific products worldwide.

C) Education and Research- India ITME Society is Committed to support Technology, innovation, modernization of the Textile and Textile Engineering industry through education and research.

- India ITME Society provides scholarships to post graduate students in Textile Engineering courses through approved and premium institutes.
- India ITME Society also facilitates skilled

employment in Textile Industry through placement support program round the year.

• Another area where India ITME Society plays a crucial role in encouraging education and knowledge dissemination is faculty exchange program from foreign universities. Educational Institutes are welcome to participate in this program whereby India ITME Society will support faculty exchange program from international Institutes to come and teach for a short period in India.

Thus with this background, vision and mission, India ITME Society is well equipped and has always been a pioneer in its many activities as above.

#### What is your vision for the show going forward?

With world class shows such as ITME series and GTTES series hosted in India, The Indian Textile and Textile engineering Industry will move forward at a faster pace and will have access to technology, markets, opportunities and customers much more than before and without a long gap. It is a matter of pride for our country that we are today a large enough industry and market to host two mega textile technology exhibitions and keep the competition and world attentive to India.

GTTES combined with India ITME series together will be a catalyst and push the industry forward at a faster pace and provide access to modern technology, new markets, new opportunities and customers without a long gap. India ITME Society, has always strived to create events where the focus is not just bringing exhibitors and visitors under one roof but create conducive business atmosphere and facilitate customer connect globally. GTTES 2015 in a way forward for Textile and Textile Engineering Industry.. 🌸

**India ITME Society**, 76, Mittal Tower, "B" Wing, 210, Nariman Point, Mumbai - 400 021, Tel : 91-22-22020032/22828138/22851579, Fax : 91-22-22851578, E Mail : gttes@india-itme.com; itme@india-itme.com, www.india-itme.com/GTTES2015

## 49 India ITME - GTTES (New)