

PRESS RELEASE

TEXTILES FROM SPAIN COMPLETES SUCCESSFULLY ITS ASIAN TOUR

More than 30 Spanish companies visit China and Japan in October.

Sabadell, 8th November 2011. The Confederación de la Industria Textil (TEXFOR) has finished successfully its tour around Asia. In October, Textiles from Spain has organised the participation of Spanish companies in the Intertextile Apparel Fabrics Shanghai fair, an outbound trade mission and a trend tour in the city of Tokyo, activities aimed to promote the Spanish textiles in the Asian continent.

A total of 12 Spanish companies, which have participated under a common image, attended to the Intertextile Shanghai, that took place from 18 to 21 October. The Spanish entrepreneurs had a 180 m² area for the showcase of their products and the reception and meetings with the visitors. On this edition, 62,000 people attended to the fair from 112 countries and the general assessment of the Spanish exhibitors has been positive. The Spanish exports of textiles to China are expected to continue the present trend with a growth between the 60% and the 100%. Furthermore, Texfor has organised in the city of Shanghai an outbound trade mission with 10 companies.

The Trend Tour held the 24 and 25 of October in Tokyo was attended by 11 Spanish enterprises. The participants have stressed the success of the Tour because they could check the last trends in several boutiques of Tokyo and visit the districts of Roppongi a Ginza, Shibuya and Daikanyama, leaded by the trend expert Masahiro Kubo, responsible of trends in Senken, a notable fashion&style magazine in Japan.

After finishing positively the Asian tour with the support of the Instituto Español de Comercio Exterior (ICEX), Textiles from Spain is already preparing its next promotional activities for November: coordination of two new outbound trade missions in Ukraine and Mexico and the grouped participation in two fairs: Maroc Sourcing and Denim by Première Vision.

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