



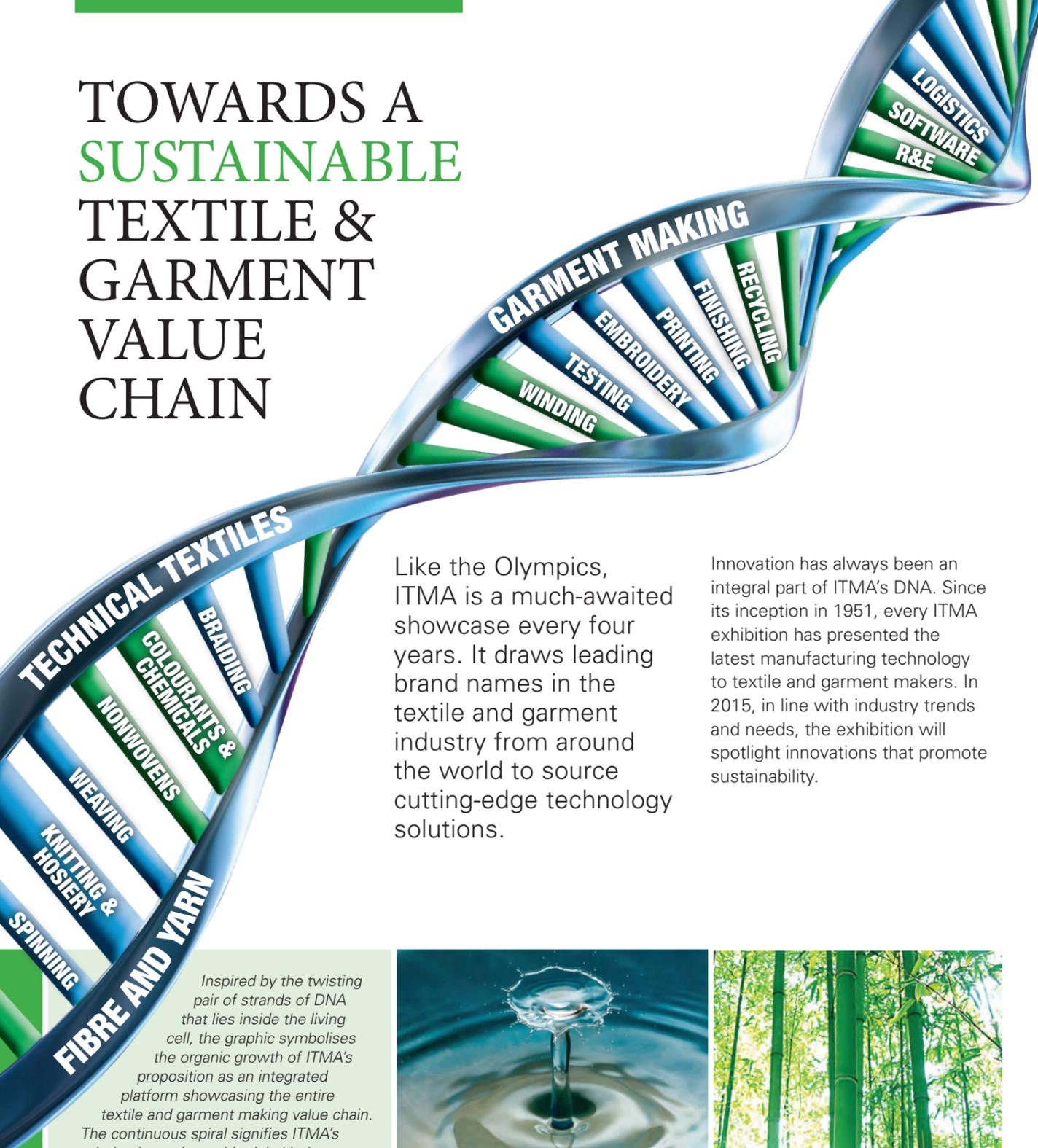
ITMA 2015
www.itma.com

12 - 19 NOVEMBER
FIERA MILANO RHO
MILAN, ITALY



**THE INTEGRATED
TEXTILE &
GARMENT
MANUFACTURING
TECHNOLOGIES
SHOWCASE**

TOWARDS A SUSTAINABLE TEXTILE & GARMENT VALUE CHAIN



Like the Olympics, ITMA is a much-awaited showcase every four years. It draws leading brand names in the textile and garment industry from around the world to source cutting-edge technology solutions.

Innovation has always been an integral part of ITMA's DNA. Since its inception in 1951, every ITMA exhibition has presented the latest manufacturing technology to textile and garment makers. In 2015, in line with industry trends and needs, the exhibition will spotlight innovations that promote sustainability.

Inspired by the twisting pair of strands of DNA that lies inside the living cell, the graphic symbolises the organic growth of ITMA's proposition as an integrated platform showcasing the entire textile and garment making value chain. The continuous spiral signifies ITMA's evolution in tandem with global industry trends and developments, making it a relevant industry showcase and knowledge platform.



In a world that is facing serious problems with the environment, sustainability has to be at the heart of the strategies of producers, brand owners and fashion retailers. Today, innovations are largely driven by sustainability concerns. As an established exhibition, ITMA will provide a relevant platform to bridge the providers and buyers of such solutions.

Charles Beauduin
CEMATEx President



Sustainability – A Key Driver Of Technological Innovation

As the world grapples with environmental challenges, manufacturers are actively integrating sustainability principles into their business. Beyond earlier concerns of reputation management, companies now realise that sustainability programmes can make a positive contribution to their competitive edge and bottomline.

In the textile and garment industry, the production chain – from fibre manufacture to finished product – has many environmental impacts. Hence, sustainability now tops the agenda for manufacturers, fashion brands and retailers.

Concerns about efficient use of resources, low carbon footprint, material wastage reduction and recycling have spawned new approaches to sourcing and investments in sustainable innovations.

In addition, fast fashion cycles and a competitive business environment have led to horizontal and vertical integration within and across the textile and garment making industry.

The exciting array of new materials and technical textiles has also opened up new opportunities and created innovative products and new demands.

MASTER THE ART OF
SUSTAINABLE
INNOVATION

ITMA 2015: A MARKET-ORIENTED SOLUTIONS PLATFORM



Value Added Innovation Showcase

ITMA is a unique showcase of the very latest textile technology, encompassing the whole production chain from spinning, nonwovens, weaving, knitting right through to finishing.

A constantly evolving platform to meet the needs of the industry's stakeholders, ITMA 2015 will feature 19 key exhibit chapters. Building on the strengths of its traditional sectors, renewed emphasis will be given to several chapters in 2015.

Fibre & Yarn

Its debut at ITMA 2011 met with resounding success, with 37 exhibitors from 14 countries. More

than 90% of them were happy with their participation and 83% of the exhibitors established new business relationships. 94% indicated their interest to take part in ITMA 2015.

Garment Making

Global brands and apparel groups such as Adidas, Aeffe, Benetton, Burberry, Hugo Boss, Inditex, Levi's, Nike and Reebok were among the visitors at ITMA 2011.

A global fashion capital, Milan is also home to budding and independent designers. The garment machinery industry can reach out to this pool of artisanal buyers at ITMA 2015.

With buyers increasingly looking for integrated solutions, ITMA 2015 is the marketing platform for garment machinery manufacturers.

Printing

The emergence of new innovations and technological solutions is driving the next growth wave in the printing sector. A dedicated chapter at ITMA 2015 allows players in textile printing access to these solutions and opportunities.

Technical Textiles

Europe leads the world in the production and research of technical textiles due to a strong collaboration by machinery builders, textile manufacturers, research institutions and end-user industries. This sector is also a source of new growth opportunities for traditional textile manufacturers.

At ITMA 2015, visitors will be able to source products, processes and technologies in this area.

From Showcase To Knowledge Sharing

ITMA 2015 will feature several initiatives to reinforce the theme of sustainable innovation.

Focus On Research And Education

ITMA will continue to provide opportunities to research organisations and higher institutions of learning to share their R&D achievements with the industry. To support their efforts, CEMATEX will provide a grant to

selected institutions to take part in the exhibition.

Events @ ITMA 2015

The series of knowledge exchange and networking events will include:

- the second World Textile Summit
- a conference on sustainability
- seminars on colourants and chemicals, digital printing, garment making and more

The opening of a fibre and yarn sector was one of the greatest initiatives announced for ITMA's 60th anniversary edition. In our first participation at ITMA, we could meet both current and new customers from around the globe. ITMA was a perfect platform to communicate our marketing innovations and sustainability plan.

Denise Sakuma
Global Director of Brand & Communications,
INVISTA Apparel Business

Reflecting on the recent ITMA Europe in Barcelona, Spain, one can say this event is still the top performance show for high-quality machinery, especially for nonwovens and technical textiles production.

Textile World, January/February 2012



2nd from right, Stefaan De Clerck, Belgium Minister & delegation with ITMA Organiser, MPI representative



Confederation of Indian Textile Industry delegation



Hong Kong Productivity Council, Materials Technology & Manufacturing Technology divisions

Integrated Global Promotion Campaign

ITMA 2015 is expected to attract a trade visitorship of over 100,000. A dedicated campaign to draw major buyers from the world's top textile and garment making hubs is in place.

The campaign focuses on partnerships with industry-leading associations and buyer groups from the key industry segments,

and rapport with government officials. Our global promotional campaign will therefore include:

- global advertising
- social media initiatives
- public relations
- direct mail: print and online
- dedicated promotions at global trade exhibitions

- roadshows and presentations in key regions
- special invitations to key buyers



Scan for
ITMA 2015 details

EXHIBIT SECTOR ALLOCATION PLAN



Legend

- Weaving
- Nonwovens Production
- Spinning & Testing
- Winding & Texturing
- Knitting & Hosiery, Embroidery & Braiding, Garment & Textile Processing
- Equipment for Plant Ops and Services for Textile Industry
- Testing, Logistics, Recycling and Software
- Research & Education
- Fibre & Yarn
- Finishing, Colourants & Chemicals
- Printing

Chapter 1
Machinery for spinning preparation, man-made fibre production, spinning, auxiliary machinery and accessories

Chapter 2
Machinery for winding, texturing, twisting, auxiliary machinery and accessories

Chapter 3
Machinery for web formation, bonding and finishing of nonwovens and felting, auxiliary machinery and accessories

Chapter 4
Weaving preparatory machinery, weaving, tufting machinery, auxiliary machinery and accessories

Chapter 5
Knitting and hosiery machinery, auxiliary machinery and accessories

Chapter 6
Embroidery machinery, auxiliary machinery and accessories

Chapter 7
Braiding machinery and accessories

Chapter 8
Washing, bleaching, dyeing, drying, finishing, cutting, rolling and folding machinery, auxiliary machinery and accessories

Chapter 9
Printing machinery, digital printing machinery, auxiliary machinery and accessories

Chapter 10
Garment making machinery, other textile processing machinery, auxiliary machinery and accessories

Chapter 11
Laboratory testing and measuring equipment and accessories

Chapter 12
Transport, handling, logistics, storing and packing equipment and accessories

Chapter 13
Equipment for recycling, waste reduction and pollution prevention and accessories

Chapter 14
Software for design, data monitoring, processing and integrated production

Chapter 15
Colourants and chemical auxiliaries for the textile industry

Chapter 16
Equipment and products to ensure machinery and plant operations

Chapter 17
Services for the textile industry

Chapter 18
Research and educational institutions

Chapter 19
Natural fibres, man-made fibres, technical fibres, natural yarns, synthetic yarns, technical yarns and recycled fibres and yarns

ITMA 2011: A RESULTS DRIVEN SHOWCASE

ITMA celebrated its 60th anniversary in 2011. This was the first time that the show was held in Barcelona. It was universally acknowledged as a resounding success, with the international textile and garment machinery industry converging for the 16th edition of ITMA in a big way.

At A Glance

- 200,000 sqm of exhibition space • 1,355 exhibitors from 45 economies
- 100,067 visitorship from 140 economies • Some 700 attendees at 5 power-packed conferences • 159 supporting associations from 63 economies
- 53 supporting media from 19 economies • 50 delegations from 27 economies

Affirmations From Exhibitors

Over 90% of the exhibitors surveyed onsite were delighted with their participation, with 9% rating their overall experience excellent and 82% very good / good.

Objectives Achieved

Maintaining existing business relations	91%
Company / product presenting	85%
Establishing new business relations	80%
Identifying of customer preferences and trends	74%
Observing the competition	70%
Opening up new markets	69%
Obtaining information about innovations	67%
Concluding sales / transactions during the show	62%



A lot of commercial negotiations have started and orders finalised for approximately 30 million euros with customers from Argentina, India, Turkey, Turkmenistan and Uzbekistan.

Attilo Camozzi
President, Marzoli

Innovation is the key driver to help the garment and textile industry move forward. As a leading embroidery and sewing machines manufacturer, it is essential for Sunstar to participate in every ITMA exhibition, where it attracts a great number of buyers from established and emerging markets. ITMA is THE avenue for us to show our latest technology and range of solutions.

In-Chul, Park, Chairman
Sunstar Co., Ltd.

Sales at ITMA 2011 have been better than expected and we're satisfied with the range of visitors, particularly from Asia, who came from countries such as India, Bangladesh, Pakistan, Indonesia and Vietnam.

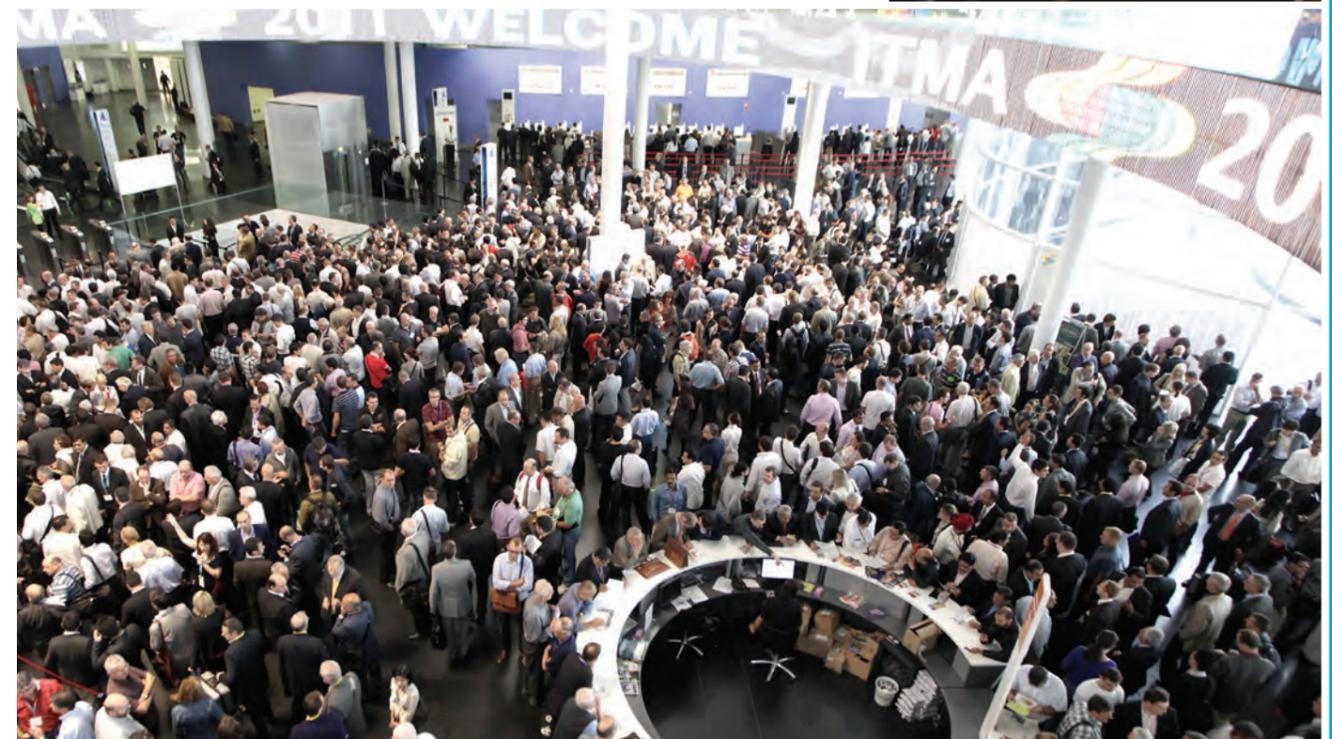
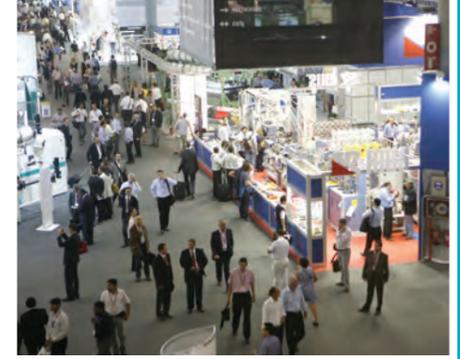
Herman Selker
Head Marketing, Trutzschler, GmbH

We are thankful to you for your support to the institution at ITMA 2011. Our visit to the fair has been very beneficial for our development as one of the best textile universities of the world. We congratulate you for successfully organising the event and are looking forward to see you in ITMA 2015.

Dr. Mumtaz Hasan Malik
Dean Academics,
National Textile University,
Pakistan

ITMA 2011 has been a fruitful sourcing experience for us. We were able to witness first hand the latest innovations from exhibitors during the 'live' demonstrations, and make comparisons on-the-spot with other similar machinery and technologies which were grouped by sectors for our convenience. We will definitely return and cannot wait to visit ITMA 2015 in Milan.

Rohan Abayakoon
Chairman, Sri Lanka Apparel Exporters
Association



Visitors From Some 140 Economies

Albania • Algeria • Andorra • Angola • Argentina • Australia • Austria • Azerbaijan • Bahrain • Bangladesh • Belarus • Belgium • Bolivia • Bosnia Herzegovina • Botswana • Brazil • Bulgaria • Burkina Faso • Cambodia • Cameroon • Canada • Chile • China • Colombia • Costa Rica • Cote d'Ivoire • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Ecuador • Egypt • El Salvador • Estonia • Ethiopia • Finland • France • Germany • Ghana • Greece • Greenland • Guatemala • Haiti • Honduras • Hong Kong • Hungary • Iceland • India • Indonesia • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Kazakhstan • Kenya • Korea • Kuwait • Kyrgyzstan • Laos • Latvia • Lebanon • Libya • Liechtenstein • Lithuania • Luxembourg • Macedonia • Madagascar • Malaysia • Malta • Mauritius • Mexico • Monaco • Mongolia • Montenegro • Morocco • Nepal • Netherlands • New Zealand • Nicaragua • Nigeria • Norway • Oman • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Puerto Rico • Qatar • Reunion • Romania • Russia • Samoa • San Marino • Saudi Arabia • Senegal • Serbia • Singapore • Slovakia • Slovenia • Solomon Islands • South Africa • South Korea • Spain • Sri Lanka • Sudan • Swaziland • Sweden • Switzerland • Syria • Taiwan • Tajikistan • Tanzania • Thailand • Tunisia • Turkey • Turkmenistan • Uganda • Ukraine • United Arab Emirates • United Kingdom • United States • Virgin Islands • Uruguay • USA • Uzbekistan • Vanuatu • Venezuela • Vietnam • Yemen • Zimbabwe

ITMA 2011: AN INTEGRATED SOURCING & KNOWLEDGE EXCHANGE HUB

Thumbs Up From Visitors

Visitors to ITMA 2011 rated the exhibition very positively.

Objectives Achieved

General market trends	94%
Information on products / systems / applications	92%
Establishing new business relations	91%
Maintaining existing business relations	91%
Information on innovations and trends	90%
Preparation for making purchases / investments	89%
Observing the competition	88%
Education / training, extending specialist knowledge	86%
Others	86%
Information on prices/conditions	85%
Making a concrete purchase / investment	83%

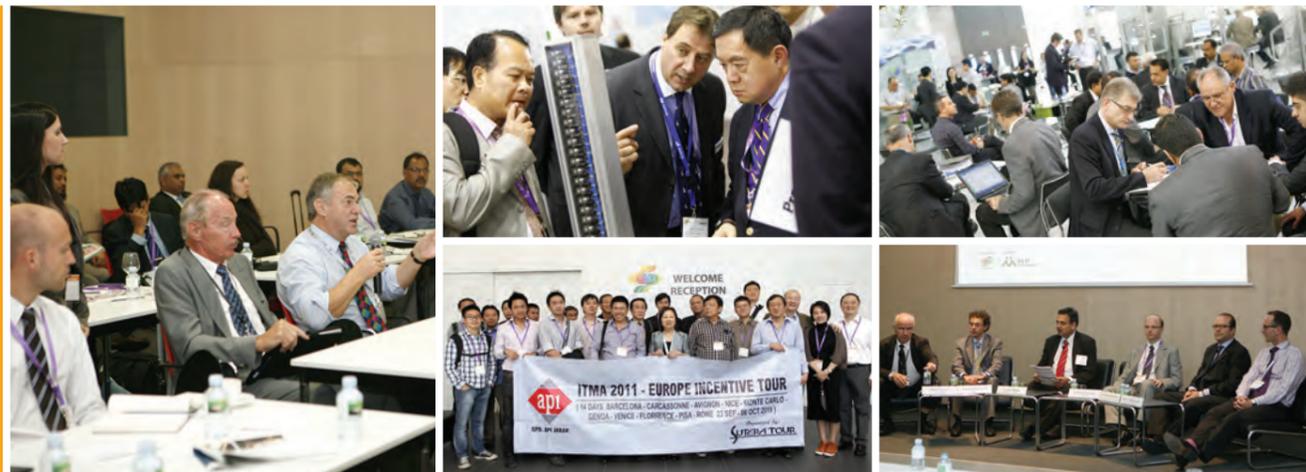
* 1,133 visitors were surveyed

Role In Purchasing

Decision-making / recommend or influence purchase	66.4%
Source information	24.4%
Specify equipment / product	9.2%

Purchasing Behaviour of Visitors

Purchased / ordered machines during or after ITMA 2011	52%
Intend to purchase / order during or after ITMA 2011	38%



Conferences @ ITMA 2011

The inaugural World Textile Summit was held at ITMA 2011. This unique one-day event was attended by textile industry leaders and some of the world's most influential thinkers and policy makers. Other concurrent events that delved into key issues, challenges and opportunities in the global textile industry also took place at the show and these include:

- Sustainable Textile Leaders Roundtable
- Textile Dyeing and Chemicals Leaders Forum
- R&E Speakers Platform
- Young Entrepreneurs of Textile International Meeting
- IFAI Advanced Textiles



MILAN: FASHION & CULTURAL CAPITAL

The Allure Of Milan

Widely recognised as one of the world's fashion capitals, Milan has a long history within the fashion, clothing and textile industries.

It continues to draw fashion aficionados, supermodels and the international media twice yearly to its spring and autumn fairs.

Milan is also a paradise for lovers of food, shopping, football, opera, and nightlife. An amalgamation of heritage and modernity, Milan is famed for its wealth of historical and modern sights.

Come 2015, Milan will play host to two prestigious events: the World Expo, taking place from May to October and ITMA 2015. This will be ITMA's fifth presentation in Italy's financial and industrial hub.

Cities And Towns Around Milan

Take the opportunity to explore the picturesque cities and towns of Biella, Bergamo, Bologna, Como, Novara and Torino. Connected to Milan by the train network, these places are great alternatives to staying in Milan during ITMA.

Accommodation Of Choice

Milan offers a wide selection of housing options in and around the city. Log on to www.itma.com/hotelaccommodation.html for more information.

Book your accommodation and other hospitality arrangements early with Ventana Group, the ITMA 2015 official travel agent.

Show Owner



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AMEC AMTEX (Spain)
BTMA (United Kingdom)
GTM (Netherlands)
SWISSMEM (Switzerland)
SYMATEX (Belgium)
TMAS (Sweden)
UCMTF (France)
VDMA (Germany)

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