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## International apparel sourcing show in New York

### Long-term plans chalked out for Pakistani exhibitors

By Tanveer Sher

KARACHI: The largest exhibition organiser in the world Messe Frankfurt, Germany has chalked out a long-term plan for Pakistani exhibitors in the USA market, which imports apparel worth \$80 billion.

"We are also working with Trade Development Authority of Pakistan (TDAP) in this regard. TDAP has an office in New York, which can greatly help in the plan," said Apparel Sourcing Sales Manager David Pennes while responding to queries of representatives of the print media on Wednesday in Karachi.

Messe Frankfurt, Germany is offering great opportunities to Pakistani textile manufacturers/exhibitors to meet and show their products to top 100 US buyers and wholesalers at the International Apparel Sourcing Show (IASS), New York, scheduled to be held from July 19 to 21, 2011.

He said that the show, which accommodates three exhibitions Apparel Sourcing, Texworld and Hometextiles Sourcing had attracted 5,000 trade visitors and 457 exhibitors last year from all over the world.

He said that 35 Pakistani exhibitors are expected to display their products at IASS 2011, which is scheduled to be held from July 19 to 21, 2011 at Javits Convention Centre in New York, USA.

Pennes said that US buyers are reluctant to visit Pakistan due to security situation and it is ideal to meet and show them the products at this show in New York.

He told a questioner that 22 Pakistani companies had their stall in IASS in July 2010 and all of them were positive in terms of orders and deals.

Responding to another question, he said that the quality of Pakistan textile products including garments, knitwear, denim, fabrics and hometextile is far superior in different price segments.

He pointed out that Pakistani textile exporters are meeting the stringent quality requirements of low-priced large retail chains such as Walmart.

"Pakistan is even better than other countries of the region including India and China in hometextiles category. Our trade visitors and buyers love to see Pakistani products at our shows around the world," he added.

Pennes said Pakistani denim and knitwear manufacturers have improved their edge over other competitors in the last five years.

He said that IASS was working on a project to provide US Customs' data to Pakistani exhibitors to know who is exporting what and to whom. He pointed out that this information is available through a web-based system Panjiva.

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