

**MARKETING PLAN**  
**2018-19**

Ministry of Textiles, Govt. of India

June, 2018

## **Content**

<b>1. India's Textile and Apparel Exports .....</b>	<b>2</b>
<b>2. Overall Marketing Strategy .....</b>	<b>3</b>
<b>3. Identification of Markets and events for participation of Ministry of Textiles .....</b>	<b>10</b>
<b>4. Market Specific Strategy .....</b>	<b>16</b>
<b>4.1. Traditional Markets .....</b>	<b>16</b>
<b>4.1.1. EU-28 .....</b>	<b>16</b>
<b>4.1.2. USA .....</b>	<b>17</b>
<b>4.2. Emerging Markets .....</b>	<b>19</b>
<b>4.2.1. China .....</b>	<b>19</b>
<b>4.2.2. Turkey .....</b>	<b>19</b>
<b>4.2.3. Brazil .....</b>	<b>20</b>
<b>4.2.4. Morocco .....</b>	<b>20</b>
<b>4.2.5. Egypt .....</b>	<b>21</b>
<b>4.2.6. Colombia .....</b>	<b>21</b>
<b>4.2.7. Peru .....</b>	<b>22</b>
<b>5. Marketing Fairs in India .....</b>	<b>23</b>

## 1. India's Textile and Apparel Exports

- In 2016-17, India's textile and apparel export (excl. Coir products) stood at US\$ 39 bn which has increased at a CAGR of 3% during 2012-13 to 2016-17. Readymade garment had a share of 45% in total textile and apparel exports which has increased at a CAGR of 8%.
- In 2017-18, India's textile and apparel exports (excl. Coir products) were worth US\$ 39.2 bn with an increase of 1% as compared to US\$ 39 bn for last year. Table below provides principal commodity wise India's textile and apparel exports:

Commodity	2012-13	2013-14	2014-15	2015-16	2016-17	CAGR	2017-18	% Change
<b>Readymade Garment</b>	<b>12949</b>	<b>14990</b>	<b>16833</b>	<b>16966</b>	<b>17368</b>	<b>8%</b>	<b>16705</b>	<b>-4%</b>
Rmg Cotton Including Accessories	8444	9107	9283	9090	8513	0%	8509	0%
Rmg Manmade Fibres	2521	3149	3997	4182	5036	19%	4745	-6%
Rmg Of Other Textile Material	1454	2191	2942	3185	3463	24%	3122	-10%
Rmg Wool	293	307	308	265	214	-8%	171	-20%
Rmg Silk	237	237	304	244	142	-12%	159	12%
<b>Cotton Textiles</b>	<b>12316</b>	<b>13683</b>	<b>11754</b>	<b>11134</b>	<b>10429</b>	<b>-4%</b>	<b>11190</b>	<b>7%</b>
Cotton Yarn	3532	4550	3937	3608	3237	-2%	3424	6%
Other textile yarn, fabrics, madeups etc.	325	376	400	332	358	2%	409	14%
Cotton Raw Includ. Waste	3748	3638	1900	1938	1621	-19%	1886	16%
Cotton Fabrics, Madeups Etc.	4711	5119	5516	5257	5213	3%	5471	5%
<b>Man-made textiles</b>	<b>5052</b>	<b>5781</b>	<b>5827</b>	<b>5213</b>	<b>5152</b>	<b>0%</b>	<b>5388</b>	<b>5%</b>
Manmade Staple Fibre	516	598	552	540	594	4%	585	-1%
Manmade Yarn, Fabrics, Madeups	4536	5184	5275	4673	4558	0%	4803	5%
<b>Wool &amp; Woolen textiles</b>	<b>196</b>	<b>181</b>	<b>202</b>	<b>197</b>	<b>175</b>	<b>-3%</b>	<b>186</b>	<b>6%</b>
Wool Raw	0.2	0.2	0.0	0.4	0.2	5%	0.6	169%
Woolen Yarn, Fabrics, Madeups Etc.	195	181	202	196	175	-3%	186	6%
<b>Silk Products</b>	<b>167</b>	<b>159</b>	<b>143</b>	<b>98</b>	<b>76</b>	<b>-18%</b>	<b>69</b>	<b>-10%</b>
Natural Silk Yarn, Fabrics, Madeup	155	143	125	84	62	-21%	53	-15%
Silk Raw	0.5	0.0	0.1	0.2	0.1	-40%	0.2	135%
Silk Waste	12	16	18	14	15	6%	16	12%
<b>Handloom Products</b>	<b>515</b>	<b>373</b>	<b>370</b>	<b>369</b>	<b>360</b>	<b>-9%</b>	<b>356</b>	<b>-1%</b>
<b>Carpets</b>	<b>1093</b>	<b>1178</b>	<b>1361</b>	<b>1442</b>	<b>1490</b>	<b>8%</b>	<b>1429</b>	<b>-4%</b>
Carpet (Excl. Silk) Handmade	1090	1176	1358	1439	1481	8%	1427	-4%
Silk Carpet	4	3	3	3	9.5	25%	2.7	-72%
<b>Jute Products</b>	<b>384</b>	<b>400</b>	<b>367</b>	<b>577</b>	<b>321</b>	<b>-4%</b>	<b>342</b>	<b>6%</b>
Floor Covering Of Jute	33	64	86	68	38	4%	46	23%
Other Jute Manufactures	132	153	113	349	123	-2%	127	3%
Jute Raw	18	19	19	17	11	-10%	7	-37%
Jute Yarn	41	23	23	18	11	-28%	20	89%
Jute Hessian	161	142	126	126	138	-4%	141	2%
<b>Total Textile &amp; Clothing</b>	<b>32673</b>	<b>36747</b>	<b>36856</b>	<b>35995</b>	<b>35372</b>	<b>2%</b>	<b>35666</b>	<b>1%</b>
<b>Handicrafts (Excl. handmade</b>	<b>2551</b>	<b>3158</b>	<b>3263</b>	<b>3293</b>	<b>3639</b>	<b>9%</b>	<b>3555</b>	<b>-2%</b>

Commodity	2012-13	2013-14	2014-15	2015-16	2016-17	CAGR	2017-18	% Change
crafts)*								
<b>Total T&amp;C including Handicrafts</b>	<b>35224</b>	<b>39904</b>	<b>40119</b>	<b>39288</b>	<b>39011</b>	<b>3%</b>	<b>39221</b>	<b>1%</b>

Source: DGCI&S; \*Data provided by EPCH; Exports excludes Coir products

## 2. Overall Marketing Strategy

### 2.1. Overview

India is the second largest exporter of textile and apparel in the world with 5% share in global exports. With changes in global scenario, India stands a chance to increase its share in the value added segment by leveraging its raw material and manpower strength.

There exists a huge potential for India to increase its market share in various markets by aligning the product with specific market. In line with this, the Marketing Plan has been prepared to synergize various ongoing marketing initiatives while adopting specific approaches for traditional, emerging and other important markets.

In the Marketing Plan, we have included the countries under Category A i.e. Traditional Markets and Category B i.e. Emerging Markets of FTP 2015-20. Markets like Tunisia, Benin, Libya, Honduras and Panama have not been considered as they have minimal imports of textile and apparel products. Since segments of Handlooms and Handicrafts represent our country's rich heritage and also are in demand overseas, the Marketing Plan has paid special attention to tap the opportunity in these sectors.

Further, the Marketing Plan has been designed with focus on branding and marketing of GI (Geographical Indication) registered products to leverage commercial potential of these products which has remained underutilized. GIs authenticate the qualitative link between products and its place of origin. It represents an opportunity for producers to define the standards of production themselves. Promotion of these GI products has a critical role to play socially, economically as well as culturally. With distinct focus on such products, HEPC is promoting handloom GI products viz. Bhagalpur Silk (Bihar), Kullu and Kinhari Shawl (Himachal Pradesh), Kani Shawl (Jammu and Kashmir), Cannanore Home furnishing (Kerala) etc. EPCH is promoting Bagh Print (Madhya Pradesh), Dhokra Craft (Chhattisgarh), Paper Machine and Sozani Craft (Jammu and Kashmir), Chikan Craft (Uttar Pradesh) etc. in international fairs.

The Integrated Marketing Plan for textile and apparel sector is formulated to achieve greater convergence amongst various agencies and to tap new markets through focused trade promotion activities such as B2B meetings, exhibitions, roadshows, etc.

**a. Cotton Textiles:** Cotton Textiles is one of the key strengths of Indian Textile and Apparel industry. It accounts for 27% of India's global textile and apparel exports. TEXPROCIL, supported by Ministry of Textiles, is participating in the

marketing fairs in important markets for cotton textiles viz. EU 28 (Germany), Turkey, China, South Korea, Iran, Colombia and Egypt. Since there is demand for other product categories in these markets, multi-product representation can be made in these events.

- b. Man-made Textiles:** Man-made textiles has a share of 13% in India's global textile and apparel exports. SRTEPC, supported by Ministry of Textiles, is participating in four marketing fairs in EU-28 (United Kingdom), Peru, Colombia and Morocco.
- c. Apparel:** Apparel accounts for highest share of approx. 45% in India's global textile and apparel exports. AEPC, supported by Ministry of Textiles, is participating in eight marketing events in EU 28 (Spain, UK), USA, Canada, Hong Kong, Japan and Uruguay.
- d. Home Textiles:** EU-28 and USA are important markets for home textiles (incl. carpets). EPCs are participating in various marketing events to showcase home textile products in these markets. B2B and G2G meetings will also be conducted after the events. At the same time, roadshows will also be organized.
- e. Handlooms:** EU-28, USA and Japan are important markets for India's Handloom products. HEPC is participating in a marketing fair in EU-28 (Germany) under MAI scheme. Also DC (Handloom) has proposed to participate in 18 events in EU-28 (Germany, France), USA, Japan, Hong Kong, China, Australia and Malaysia under NHDP scheme.
- f. Handicrafts:** In order to promote the country's rich heritage in handicraft products, it is important to tap India's top markets for these products. EPCH and CEPC are participating in 10 events under MAI scheme in EU-28, USA, China, Hong Kong, Chile, Brazil and UAE. Further, DC (Handicrafts) has proposed to participate in 48 marketing events across the world including EU-28 and USA.

## 2.2. Branding Activities for Textiles:

Activities under each event mandatorily must include the following:

- (i) A common umbrella brand and space must be created e.g. **'Incredible Textiles of India'** by :
  - Showcasing strength of textile products in the India pavilion
  - Ensuring that India brand Image is clearly visible during the course of event (not to project individual pavilion separately).
  - Organizing road shows in tandem with the ongoing events
  - Organization of B2B Meetings.
- (ii) A designated official in the delegation will coordinate with EPCs and EOI for the following activities:
  - Pavilion design
  - Participate in simultaneous speaking platforms, forum (if any)
  - Specify product ranges in consultation with industry
  - Make presentation and participate in roadshows
  - Participate in bilateral meetings with government officials



- Hold interactions with potential investors, associations etc. showcasing the India advantage
  - Involve local India embassy for a regular connect with potential or future leads.
- (iii) Guidelines for participating organizations/EPCs on broadbase participation:
- To ensure participation of new exhibitors, women entrepreneurs, MSMEs, exhibitors/ handloom weavers from North-Eastern states and from weaker sections of society.
- (iv) Guidelines on outcome:
- EPCs to furnish detailed report on quantum of business generated, key take aways on design & innovation and provide overall feedback.
- (v) Letter from Secretary (T) to concerned Ambassador for facilitating meaningful participation by EPCs and for organizing relevant B2G meetings.

### 2.3. Compiled list of Events

Following table consists of events of all councils/boards under MAI, MSS, NHDP and NERTPS schemes:

S. No.	Organization	Proposal	Country	Date of the Event
<b>Events under MAI Scheme</b>				
<b>Traditional Markets</b>				
1	CEPC	Domotex International Trade Fair 2019	Germany	12-15 Jan'19
2	EPCH	Ambiente International Fair	Germany	8-12 Feb'19
3	EPCH, HEPC, TEXPROCIL	Heimtextil International Fair	Germany	8-11 Jan'19
4	AEPC	Buyer Seller Meet	Spain	4-5 Oct'18
5	ISEPC	Who's Next	France	3-6 Sep'18
6	SRTEPC	TEXFUSION	United Kingdom	30-31 Oct'18
7	AEPC & W&WEPC	Pure London	United Kingdom	22-24 Jul'18
8	W&WEPC	AFL Artigiano in Fiera	Italy	1-9 Dec'18
9	AEPC	Sourcing at Magic	USA	13-16 Aug'18
10	AEPC	Sourcing at Magic	USA	18-21 Feb'19
11	ISEPC	India Pavillion in TEXWORLD	USA	12-16 Jul'18

S. No.	Organization	Proposal	Country	Date of the Event
12	AEPC & W&WEPC	India Pavillion in Apparel Textile Sourcing	Canada	20-22 Aug'18
<b>Emerging Markets</b>				
13	TEXPROCIL	Istanbul Yarn Fair	Turkey	14-17 Apr'18
14	CEPC	Domotex Asia Chinafloor	China	20-22 Mar'19
15	TEXPROCIL	Yarn Expo & InterTextiles	China	17-19 Oct'18
16	EPCH	Hong Kong Houseware Fair	Hong Kong	20-23 Apr'18
17	EPCH	Asian Gifts & Premium Show	Hong Kong	20-23 Oct'18
18	AEPC	Hong Kong Fashion week	Hong Kong	9-12 Jul'18
19	ISEPC	Global Sourcing Fair	Hong Kong	27-30 Apr'18
20	AEPC	India Trend Fair	Japan	19-21 Sep'18
21	TEXPROCIL	Preview in Daegu	South Korea	6-8 Mar'19
22	W&WEPC	Daegu Fashion Fair-International Fashion Lifestyle Trade Show	South Korea	3-10 Oct'18
23	TEXPROCIL	Irantex	Iran	3-6 Sep'18
24	EPCH	BSM at Santiago	Chile	19-20 Mar'19
25	EPCH	BSM in Sao Paulo	Brazil	14-15 Mar'19
26	AEPC	BSM in Uruguay	Uruguay	11-16 Mar'19
27	SRTEPC	Expotextil	Peru	19-22 Oct'18
28	TEXPROCIL & SRTEPC	Colombiatex	Colombia	22-24 Jan'19
29	EPCH	Index Design Series Dubai	UAE	25-28 Mar'19
30	SRTEPC	Morocco International Textile and accessories fair	Morocco	28-31 Mar'19
31	TEXPROCIL	Fashion and Tex, Cairo	Egypt	7-10 Mar'19
<b>Events of DC (Handicrafts) under Market Support and Service (MSS) scheme</b>				
32	EPCH	Yiwu Imported Commodities Fair	China	6-9 May'18
33	EPCH	Market Study Abroad	China	May'18
34	EPCH	Market Study Abroad	Vietnam	May'18
35	CCIC	15th GIF Malaysian	Malaysia	1-5 Jun'18
36	EPCH	Dallas Temp Show	USA	6-9 Jun'18
37	EPCH	Global India Festival	Malaysia	9-17 Jun'18
38	CEPC	2018 China (Qinghai) Intl. Carpet Exhibition	China	Jun'18
39	CEPC	Homotex & Floorex at Toronto, Canada	Canada	Jun'18
40	EPCH, CEPC	Giftex World 2018	Japan	4-6 Jul'18
41	EPCH	Décor+Design Show	Australia	19-22 Jul'18
42	CEPC	Australian International Furniture fair	Australia	19-22 Jul'18

<b>S. No.</b>	<b>Organization</b>	<b>Proposal</b>	<b>Country</b>	<b>Date of the Event</b>
43	EPCH	Atlanta International Gift & Home Furnishing Market	USA	Jul'18
44	EPCH	28th India Home Furnishing Fair	Japan	Jul'18
45	EPCH	Buyer Seller Meet	Denmark	Aug'18
46	EPCH	Buyer Seller Meet	Sweden	Aug'18
47	CEPC	Iran Handmade Carpets Exhibition	Iran	Aug'18
48	EPCH	Canadian National Exhibition	Canada	18 Aug-4 Sep'18
49	EPCH	Spoga+Gafa	Germany	2-4 Sep'18
50	EPCH	Autumn Fair International	United Kingdom	2-5 Sep'18
51	EPCH, CEPC	Maison & Objet	France	7-11 Sep'18
52	EPCH	India Trend Fair	Japan	19-21 Sep'18
53	BRAWFED, ASSAM	Thematic exhibition at Thimpu	Bhutan	Sep'18
54	COHANDS	Thematic Exhibition at Kathmandu	Nepal	Nov'18
55	EPCH	High Point (Spring) Market	USA	13-17 Oct'18
56	EPCH, CCIC	Fame Manila Fair	Philippines	19-21 Oct'18
57	EPCH	China Import & Export Fair	China	23-27 Oct'18
58	CCIC, UP Export Promotion Council	China import & Export Fair Phase-III (Centon) Fair	China	31 Oct-4 Nov'18
59	EPCH	China International Import Expo	China	5-10 Nov'18
60	EPCH	Nigeria Home Décor & Giftware Show	Nigeria	14-16 Nov'18
61	EPCH	Festival of India	Kazakhstan	Nov'18
62	BRAWFED, ASSAM	Thematic Exhibition at Naypyidaw	Mayanmar	Nov'18
63	EPCH, CCIC	AFL Artigiano in Fiera	Italy	1-9 Dec'18
64	EPCH, CCIC	Expo Artesania, Fiera	Colombia	5-18 Dec'18
65	EPCH, COHANDS	Domotex	Germany	11-14 Jan'19
66	EPCH	Maison & Objet Fair	France	18-22 Jan'19
67	EPCH	Homi Milano Fair	Italy	24-27 Jan'19
68	EPCH	Spring Fair International	United Kingdom	3-7 Feb'19
69	EPCH, CCIC	Ambiente Fair	Germany	8-12 Feb'19
70	EPCH	Gift Fair, Sao Paulo	Brazil	Feb'19
71	CCIC, UP Export Promotion Council	India Sourcing Fair	Chile	2-10 Mar'19
72	EPCH	Source Direct ASD	USA	10-13 Mar'19
73	EPCH	Home + Houseware Show	USA	9-12 Mar'19
74	EPCH	Ideal Home Fair 2019 The	Turkey	Mar'19 &



S. No.	Organization	Proposal	Country	Date of the Event
		International Houseware & Gift fair		Apr'19
75	COHANDS	Domotex Asia	China	Mar'19
76	COHANDS	Domotex USA	USA	Mar'19
77	EPCH	Market Study Abroad	LAC, Europe, East Asia, USA, Australia, Africa, Middle East	2018-19
78	CEPC	Special Exhibition of Indian Handmade Carpets	USA	2018-19
79	----	Cultural Exchange Programme	to be organized in consultation with the Indian Missions Abroad	2018-19
<b>Events of DC (Handloom) under National Handloom Development Programme (NHDP)</b>				
80	HEPC	International Home Textiles Furnishing Fair	Hong Kong	20-23 Apr'18
81	HEPC	Sourcing at Magic	USA	Aug'18
82	HEPC	WHO'S NEXT	France	Sep'18
83	HEPC	Sourcing at Magic	USA	Feb'19
84	HEPC	Global Indian Festival, Kula Lumpur	Malaysia	May-Jun'18
85	HEPC	Inter textile Shanghai home textiles	China	27-30 Aug'18
86	HEPC	India Trend Fair	Japan	19-21 Sep'18
87	HEPC	Maison & Objet, Paris	France	Sep'18
88	HEPC	China Import & Export Fair (CANTON)	China	Oct'18
89	HEPC	International Sourcing Expo, Melbourne	Australia	Nov'18
90	HEPC	Domotex, Hannover	Germany	11-14 Jan'19
91	HEPC	WHO'S NEXT, Paris	France	Jan'19
92	HEPC	Ambiente, Frankfurt	Germany	Feb'19
93	HEPC	Domotex, Atlanta	USA	28 Feb-2 Mar'19
94	HEPC	India Silk Fair, Osaka	Japan	18-20 Jul'18
<b>Events of HEPC under North Eastern Region Textile Promotion Scheme (NERTPS)</b>				
95	HEPC	B2B+B2C events	Bangladesh, Nepal and Myanmar	-
96	HEPC	Awareness Seminars	-	-
97	HEPC	Singapore Gifts & Premium Fair	Singapore	Jul'18
98	HEPC	India Trend Fair	Japan	19-21 Sep'18
99	HEPC	Bhutan International Trade Fair	Bhutan	Sep'18
100	HEPC	International Apparel & Textile fair	UAE	Nov'18

<b>S. No.</b>	<b>Organization</b>	<b>Proposal</b>	<b>Country</b>	<b>Date of the Event</b>
101	HEPC	Intex South Asia	Sri Lanka	Nov'18
102	HEPC	Who's Next	France	Jan'19
103	HEPC	Spring Fair	UK	Feb'19
104	HEPC	Fashion and Apparel Myanmar 2019	Myanmar	Mar'19

#### **2.4.Common Fairs**

Following table provides the detail of the events where more than one councils/organisations are participating:

<b>S.No.</b>	<b>Event</b>	<b>Dates</b>	<b>Participant Organizations</b>
1	Ambiente, Germany	8-12 Feb'19	EPCH, HEPC, CCIC
2	Heimtextil, Germany	8-11 Jan'19	EPCH, HEPC, TEXPROCIL
3	Domotex, Germany	12-15 Jan'19	CEPC, EPCH, COHANDS
4	Maison and Objet, France	7-11 Sep'18	EPCH, HEPC, CEPC
5	Who's Next, France	3-6 Sep'18	ISEPC, HEPC
6	Pure London, UK	22-24 Jul'18	AEPC, W&WEPC
7	India Pavillion in Apparel Textile Sourcing, Canada	20-22 Aug'18	AEPC, W&WEPC
8	China Import & Export Fair, China	23-27 Oct'18	EPCH, HEPC
9	Giftex World 2018, Japan	4-6 Jul'18	EPCH, CEPC
10	Colombiatex, Colombia	22-24 Jan'19	TEXPROCIL, SRTEPC
11	India Trend Fair, Japan	19-21 Sep'18	AEPC, EPCH, HEPC

### 3. Identification of Markets and events for participation of Ministry of Textiles

#### 3.1. Identified markets:

13 countries have been identified as target markets on the basis of following two criteria:

1. Textile and apparel import of country
2. Participation of EPCs in country event in past 2-3 years

On the basis of above criteria, following markets have been identified for participation in trade event:

S. No.	Country/Market	T&A Imports from world (US\$ bn)	Share in global T&A imports (%)	Category
1	EU 28 (Germany, Spain, France, UK, Italy)	251.3	33.3%	Traditional
2	USA	113.5	15.1%	Traditional
3	China	32.4	4.3%	Emerging
4	Turkey	10.9	1.4%	Emerging
5	Brazil	4.2	0.6%	Emerging
6	Morocco	3.1	0.4%	Emerging
7	Egypt	2.9	0.4%	Emerging
8	Colombia	1.9	0.3%	Emerging
9	Peru	1.7	0.2%	Emerging

Table below indicates the target products for identified markets along with the lead councils in the events:

Country/Region	Target Segments	Imports from world (US\$ bn)	Justification	Lead Councils
EU 28	All textile and apparel segment	T&A- 251.3 Apparel- 169, Made-ups- 19, Man-made textiles-19	EU is the largest textile and apparel import market. Apparel and made-ups has cumulative share of 77% in EU's global T&A imports. India exports US\$ 9.3 bn worth T&A products to EU-28 and is one of the leading suppliers of finished goods i.e. apparel, home textiles (incl. carpets) & made-ups.	EPCH, HEPC, TEXPROCIL, AEPC, ISEPC, SRTEPC
USA	All textile and apparel segment	T&A- 113.5 Apparel- 84, Made-ups- 14.6	USA is second biggest market for T&A products after EU. Apparel and made-ups has cumulative share of 87% in USA's global T&A imports. India exports US\$ 7.5 bn worth T&A products to USA out of which apparel and made-ups has share of 81%.	AEPC, ISEPC, EPCH, CEPC, HEPC
China	Textiles	T&A import- 32.4,	China is an important market	TEXPROCIL

Country/ Region	Target Segments	Imports from world (US\$ bn)	Justification	Lead Councils
		Cotton textiles- 10.2, apparel- 6	for India for exports of textile products. With rising wage costs, China's imports are poised for high growth which could be an opportunity for Indian exporters to tap.	
Turkey	Textiles	T&A- 10.9, Man-made textiles-4.1, Cotton textiles- 2.3, Apparel- 2.5	Turkey is an important market for textile products with cotton and man-made textiles having cumulative share of 58% in its global T&A imports.	TEXPROCIL
Brazil	All textiles and apparel segments	T&A- 4.2, Man-made textiles- 1.8, Apparel-1.2	Brazil imports US\$ 4.2 bn worth T&A products. It is an important market for apparel and man-made textiles which has share of 42% and 29% respectively in its global T&A imports.	EPCH
Morocco	All textiles and apparel segments	T&A- 3.1, Man-made textiles- 1.0, Cotton textiles- 0.5, Apparel- 0.4	Morocco imports US\$ 3.1 bn worth T&A products with man-made textiles and cotton textiles having share of 32% and 17% respectively in its global T&A imports.	SRTEPC
Egypt	All textiles and apparel segments	T&A- 2.9, Man-made textiles-1.2, Cotton textiles- 0.5, Apparel- 0.5	Egypt is an important market for textile and apparel products with cotton, man-made textiles and apparel having share of 42%, 18% and 19% respectively in its global T&A imports.	TEXPROCIL
Colombia	All textiles and apparel segments	T&A- 1.9, Man-made textiles- 0.5, Apparel- 0.5, Cotton textiles- 0.4	Colombia is an important market for textile products. Man-made textiles and Cotton textiles have share of 28% and 22% respectively in its global T&A imports.	TEXPROCIL, SRTEPC
Peru	All textiles and apparel segments	T&A- 1.7, Apparel- 0.6, Man-made textiles- 0.4, Cotton textiles- 0.3	Peru is an important market for apparel and man-made textiles which has share of 36% and 21% respectively in Peru's global T&A imports.	SRTEPC

**3.2.Consolidated list of events identified for participation by Ministry of Textiles:**

S. No.	Fair	Date	EPC	Ministry officer	Justification for selection of fair
1.	Ambiente 2019, Germany	8-12 Feb'19	EPCH and other councils	DC (HC)	<ul style="list-style-type: none"> <li>Global T&amp;A import of EU is US\$ 251.3 bn</li> <li>Share of EU in world's T&amp;A imports is 33.3%.</li> <li>India is "<b>Partner Country</b>" in 2019 edition of this fair.</li> <li>In 2018, fair witnessed participation of <b>1,34,600 buyers from 168 countries</b>. Thus, participation in the fair will provide an important marketing platform for markets like LAC, USA and CIS.</li> </ul>
2	Heimtextil 2019, Frankfurt Germany	8-11 Jan'19	TEXPROCIL, EPCH, HEPC and other councils	EA	<ul style="list-style-type: none"> <li>The event is the <b>biggest international trade fair for home textiles</b>. Also, the event is first trade fair of textile sector in the year (held in January) which makes it the <b>annual starting point of business</b> for manufacturers and visitors.</li> <li>In 2018, the fair witnessed <b>97,000 visitors from 135 countries</b> for sourcing with participation from <b>2,975 exhibitors from 64 countries</b>.</li> </ul>
3	Buyer Seller Meet, Spain	4-5 Oct'18	AEPC and other councils	JS (JD)	<ul style="list-style-type: none"> <li>Buyer Seller meet is <b>India specific event</b> with only Indian pavilion which provides a huge opportunity for Indian exhibitors to showcase their products.</li> </ul>
4	Who's Next, France	3-6 Sep'18	ISEPC, HEPC and other councils	DC (HL)	<ul style="list-style-type: none"> <li>Silk is niche product which is extensively sold in European and American markets. The prices of the Silk products are very high and are affordable only by <b>customers/end-users from developed countries</b>. This event is one of the best fairs with opportunities for those dealing in high end fashion, garments and accessories.</li> </ul>
5	TEXFUSION, United Kingdom	30-31 Oct'18	SRTEPC and other councils	JS (AMR)	<ul style="list-style-type: none"> <li>TEXFUSION is first UK fair of its kind. It caters the increasing demand of European fashion brands, retailers and manufacturers. Participation in this fair will help Indian textile</li> </ul>



S. No.	Fair	Date	EPC	Ministry officer	Justification for selection of fair
					exporters to showcase their exclusive range of textile products from fabrics, technical textiles to home textiles and garment products on a common platform.
6	AFL Artigiano in Fiera, Italy	1-9 Dec'18	W&WEPC	EA	<ul style="list-style-type: none"> <li>The fair is world's biggest fair entirely dedicated to arts and crafts. The fair helps every small-medium arts and crafts business to sell new products directly to test market in Europe, particularly in Italy.</li> <li>The 2015 edition of the event attracted over 3000 exhibitors from 110 countries across the world.</li> </ul>
7	Sourcing at Magic, Las Vegas, USA	18-21 Feb'19	AEPC	DC (HL)	<ul style="list-style-type: none"> <li>Total T&amp;A imports of USA is US\$ 113.5 bn</li> <li>Share of USA in world's T&amp;A imports is 15%.</li> <li>Sourcing at Magic is the biggest international apparel show where designers, brands and retailers from more than 40 countries participate. Thus fair provides an important platform for Indian apparel exhibitors.</li> </ul>
8	India Pavillion in Texworld, USA	12-16 Jul'18	ISEPC	JS (JD)	<ul style="list-style-type: none"> <li>Silk is niche product which is extensively sold in European and American markets. The prices of the Silk products are very high and are affordable only by <b>customers/end-users from developed countries</b>. This event is one of the best fairs with opportunities for those dealing in high end fashion, garments and accessories.</li> <li>Further, India is the 2nd largest producer of Silk but <b>consumer/buyers in European and American markets are not familiar with Indian Silk</b> due to lack of exposure, weak brand image of Indian Silk. Thus participation in the fair will provide a platform for Indian exhibitors to market their products and build brand image of silk products.</li> </ul>

S. No.	Fair	Date	EPC	Ministry officer	Justification for selection of fair
9	Yarn Expo and Intertextiles, China	17-19 Oct'18	TEXPROCIL and other councils	DC (HL)	<ul style="list-style-type: none"> <li>Total T&amp;A imports of China is US\$ 32.4 bn</li> <li>Share of China in world's T&amp;A imports is 4.3%.</li> <li>Yarn Expo is a leading sourcing platform for both exhibitors and visitors. Suppliers from Asian as well as European countries showcase their latest collection of natural and blended yarns including cotton, wool, flax / regenerated flax, and man-made fibres and yarns, as well as specialty products including elastic, fancy and blended yarns.</li> </ul>
10	Istanbul Yarn Fair, Turkey	14-17 Apr'18	TEXPROCIL and other councils	Event already completed	<ul style="list-style-type: none"> <li>Total T&amp;A imports of Turkey is US\$ 10.9 bn</li> <li>Share of Turkey in world's T&amp;A imports is 1.9%.</li> <li>Fair is the most important trade meeting of the international yarn sector and provides opportunity to meet qualified visitors from more than 70 countries. The fair also provides opportunity to explore new products and innovations.</li> <li>Participation will help in promoting 'Brand India' image in West Asia countries besides providing an opportunity for producers, importers and retailers across West Asia to source all types of fabrics and apparel from Indian suppliers.</li> </ul>
11	Buyer Seller Meet in Sao Paulo, Brazil	14-15 Mar'19	EPCH and other councils	JS (SS)	<ul style="list-style-type: none"> <li>Total T&amp;A imports of Brazil is US\$ 4.2 bn</li> <li>Share of Brazil in world's T&amp;A imports is 0.6%.</li> <li>Buyer Seller meet is <b>India specific</b> with only Indian pavilion in the event which provides a huge opportunity for Indian exhibitors to showcase their products.</li> </ul>
12	Morocco International	28-31 Mar'19	SRTEPC and	TA	<ul style="list-style-type: none"> <li>Global T&amp;A import of Morocco is US\$</li> </ul>

S. No.	Fair	Date	EPC	Ministry officer	Justification for selection of fair
	Textile and accessories fair, Morocco		other councils		<p>3.1 bn</p> <ul style="list-style-type: none"> <li>• Share of Morocco in world's T&amp;A imports is 0.4%.</li> <li>• The fair is being organised at Casablanca which holds 80% of Moroccan trade volume. Casablanca, is not only trade and distribution centre of Morocco but has become the gateway for North Africa and European countries.</li> </ul>
13	Cairo Fashion and Tex, Egypt	28-31 Mar'19	TEXPROCIL and other councils	DC (HL)	<ul style="list-style-type: none"> <li>• Total T&amp;A import of Egypt is US\$ 2.9 bn</li> <li>• Share of Egypt in world's T&amp;A imports is 0.4%.</li> <li>• Cairo Fashion and Tex is the first and only international exhibition specialized in yarn, textile, garment and it's trimming supplies and accessories in Egypt.</li> </ul>
14	Colombiatex, Colombia	22-24 Jan'19	TEXPROCIL, SRTEPC and other councils	JS (AMR)	<ul style="list-style-type: none"> <li>• Total T&amp;A import of Colombia is US\$ 1.9 bn</li> <li>• Share of Colombia in world's T&amp;A imports is 0.3%.</li> <li>• The event is a leading exhibition for textile industry in Latin America. It has been recognised as the most important business centre for the sector.</li> </ul>
15	Expotextil, Peru	19-22 Oct'18	SRTEPC and other councils	JS (PA)	<ul style="list-style-type: none"> <li>• Global T&amp;A import of Peru- US\$ 1.7 bn</li> <li>• Share of Peru in world's T&amp;A imports is 0.4%.</li> <li>• EXPOTEXTIL is an international supplier fair for textile and apparel industry which will present novelties and latest developments in machinery, equipment, supplies and services, in addition to trends, seminars, talks and exhibitions aimed at the entire textile, clothing, leather and footwear market.</li> </ul>

#### 4. Market Specific Strategy

##### 4.1. Traditional Markets

##### 4.1.1. EU-28

##### 4.1.1.1. EU-28: Trade Snapshot (2016)

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>251.3</b>	<b>9.3</b>	<b>39.0</b>
Cotton Textiles	6.6 (3%)	0.5 (6%)	10.4 (27%)
Man-Made Textiles	19.2 (5%)	0.5 (5%)	5.2 (13%)
Apparel	173.7 (69%)	6.2 (67%)	17.4 (45%)
Others	28.7 (23%)	1.6 (21%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

EU is the largest textile and apparel import market in world with imports worth US\$ 251.3 bn in 2016. Apparel had a share of 69% in EU's global T&A imports. India is one of the leading suppliers of finished goods i.e. apparel, home textiles (incl. carpets) & made-ups to EU-28 with total T&A exports of US\$ 9.3 bn.

##### 4.1.1.2. Fairs:

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	EPCH	Ambiente 2019, Germany	8-11 Jan'19	60	DC (HC)	In 2016, Germany's T&A imports were valued at US\$ 49.3 bn. Finished products viz. apparel and made-ups have cumulative share of 79% in Germany's global T&A imports.
2	EPCH, HEPC, PDEXCIL, TEXPROCIL	Heimtextil, Germany	8-12 Feb'19	EPCH-50, HEPC-50, PDEXCIL-10, TEXPROCIL-20 Total-130	EA	In 2016, Spain's T&A imports were valued at US\$ 21.7 bn. Finished products viz. apparel and made-ups had combined share of 84% in Spain's global T&A imports.
3	AEPC	Buyer Seller Meet, Spain	8-12 Feb'19	50	JS (JD)	In 2016, France imported US\$ 28.3 bn worth textile and apparel products. Apparel and made-ups have cumulative
4	ISEPC and HEPC	Who's Next, France	3-6 Sep'18	50	DC (HL)	

						share of 84% in France's global T&A imports. Silk imports valued US\$ 78 mn.
5	SRTEPC	TEXFUSION, United Kingdom	4-5 Oct'18	40	JS (AMR)	In 2016, UK imported US\$ 32.1 bn worth textile and apparel products. Apparel and made-ups had cumulative share of 84% in UK's global T&A imports. MMF textile imports valued US\$ 1.4 bn with a share of 4% in UK's global T&A imports.
6	W&WEPC	AFL Artigiano in Fiera, Italy	1-9 Dec'18	50	EA	In 2016, Italy imported US\$ 23.9 bn worth textile and apparel products out of which apparel and made-ups had cumulative share of 66%. MMF textile imports valued US\$ 2.6 bn with a share of 11% in Italy's global T&A imports.

#### 4.1.2. USA

##### 4.1.2.1. USA: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>113.5</b>	<b>7.5</b>	<b>39.0</b>
Apparel	84 (74%)	3.8 (51%)	17.4 (45%)
Man-Made Textiles	3.9 (3%)	0.2 (3%)	5.2 (13%)
Others	25.6 (23%)	3.5 (46%)	16.4 (42%)

Data Source: Trademap; \*Exports in 2016-17

##### 4.1.2.2. Fair:

S no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	AEPC	Sourcing at Magic, Las Vegas	18-21 Feb'19	50	DC (HL)	USA is second largest market for finished products viz.



<i>S no.</i>	<i>Council</i>	<i>Event</i>	<i>Dates</i>	<i>Participants</i>	<i>Ministry officer</i>	<i>Justification</i>
2	ISEPC	India Pavillion in TEXWORLD	12-16 Jul'18	20	JS (JD)	apparel and made-ups having 87% share in its global T&A imports.

## 4.2. Emerging Markets

### 4.2.1. China

#### 4.2.1.1. China: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>32.4</b>	<b>1.6</b>	<b>39.0</b>
Cotton Textiles	10.2 (32%)	1.3 (80%)	10.4 (27%)
Man-Made Textiles	5.7 (18%)	0.1 (4%)	5.2 (13%)
Apparel	6.0 (18%)	0.1 (6%)	17.4 (45%)
Others	9.7 (32%)	0.1 (10%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

China is a leading textile and apparel exporter in world. However, it is also one of important markets for textile products with Cotton and MMF textiles having share of 32% and 18% in its global T&A imports.

#### 4.2.1.2. Fair:

S no.	Council	Event	Dates	Partici pants	Ministry officer	Justification
1	TEXPROCIL	Yarn Expo & InterTextiles, China	17-19 Oct'18	50	DC (HL)	With rising wage costs in China, T&A imports are poised for high growth which could be an opportunity for Indian exporters to tap.

### 4.2.2. Turkey

#### 4.2.2.1. Turkey: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>10.9</b>	<b>0.78</b>	<b>39.0</b>
Cotton Textiles	2.3 (21%)	0.1 (13%)	10.4 (27%)
Man-Made Textiles	4.1 (37%)	0.56 (72%)	5.2 (13%)
Apparel	2.5 (23%)	0.07 (9%)	17.4 (45%)
Others	2.0 (19%)	0.05 (6%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

#### 4.2.2.2. Fair:

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	TEXPROCIL	Istanbul Yarn Fair,	14-17 Apr'18	25	Event is already	Turkey is an important

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
		Turkey			completed	market for cotton and man-made textile products which has share of 21% and 27% in Turkey's global T&A imports.

#### 4.2.3. Brazil

##### 4.2.3.1. Brazil: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>4.2</b>	<b>0.30</b>	<b>39.0</b>
Cotton Textiles	0.1 (3%)	0.01 (5%)	10.4 (27%)
Man-Made Textiles	1.8 (42%)	0.21 (68%)	5.2 (13%)
Apparel	1.2 (29%)	0.06 (20%)	17.4 (45%)
Others	1.1 (26%)	0.02 (7%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

##### 4.2.3.2. Fair

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	EPCH	Buyer Seller Mcct, Brazil	14-15 Mar'19	30	JS (SS)	Brazil imports US\$ 4.2 bn worth T&A products. Man-made textiles and apparel has share of 42% and 29% respectively in Brazil's global T&A import.

#### 4.2.4. Morocco

##### 4.2.4.1. Morocco: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>3.1</b>	<b>0.13</b>	<b>39.0</b>
Cotton Textiles	0.5 (17%)	0.07 (51%)	10.4 (27%)
Man-Made Textiles	1.0 (32%)	0.02 (19%)	5.2 (13%)
Apparel	0.6 (18%)	0.02 (18%)	17.4 (45%)
Others	1.0 (33%)	0.02 (13%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

#### 4.2.4.2. Fair

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	SRTEPC	Morocco International Textile and Accessories Fair	28-31 Mar'19	20	TA	Morocco imports US\$ 3.1 bn worth T&A products. Man-made textiles and apparel has a share of 32% and 18% respectively in Morocco's global T&A imports.

#### 4.2.5. Egypt

##### 4.2.5.1. Egypt: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>2.9</b>	<b>0.30</b>	<b>39.0</b>
Cotton Textiles	0.5 (18%)	0.16 (53%)	10.4 (27%)
Man-Made Textiles	1.3 (42%)	0.11 (37%)	5.2 (13%)
Apparel	0.5 (19%)	0.00 (0%)	17.4 (45%)
Others	0.6 (21%)	0.03 (10%)	6.1 (15%)

Data Source: Trademap; \*Exports in 2016-17

##### 4.2.5.2. Fair

S. no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	TEXPRO CIL, WVEPC	Fashion and Tex, Cairo Egypt	7-10 Mar'19	TEXPROCI L-30; WVEPC-15; Total-45	DC (HL)	Egypt is an important market for cotton and man-made textiles with imports worth US\$ 530 mn and US\$ 1219 mn respectively.

#### 4.2.6. Colombia

##### 4.2.6.1. Colombia: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>1.9</b>	<b>0.15</b>	<b>39.0</b>
Cotton Textiles	0.4 (22%)	0.09 (59%)	10.4 (27%)
Man-Made Textiles	0.5 (28%)	0.02 (32%)	5.2 (13%)
Apparel	0.5 (27%)	0.01 (6%)	17.4 (45%)

Others	0.5 (23%)	0.03 (3%)	6.1 (15%)
--------	-----------	-----------	-----------

Data Source: Trademap; \*Exports in 2016-17

#### 4.2.6.2. Fairs

S no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	TEXPROCIL, SRTEPC	Colombiat ex, Colombia	22-24 Jan'19	20	JS (AMR)	Colombia has global T&A imports of US\$ 1.9 bn in which cotton and man-made textiles has cumulative share of 50%.

Data Source: Trademap; \*Exports in 2016-17

#### 4.2.7. Peru

##### 4.2.7.1. Peru: Trade Snapshot

Values in US\$ bn (2016)	Total Imports	Imports from India	India's Export to World* (Share in T&A Export)
<b>Total T&amp;A</b>	<b>1.7</b>	<b>0.17</b>	<b>39.0</b>
Cotton Textiles	0.3 (16%)	0.1 (59%)	10.4 (27%)
Man-Made Textiles	0.4 (21%)	0.04 (26%)	5.2 (13%)
Apparel	0.6 (36%)	0.01 (8%)	17.4 (45%)
Others	0.4 (27%)	0.02 (7%)	6.1 (15%)

Data Source: UN Comtrade Database

##### 4.2.7.2. Fairs

S no.	Council	Event	Dates	Participants	Ministry officer	Justification
1	SRTEPC	Expotextil	19-22 Oct'18	20	JS (PA)	Peru has global T&A import of US\$ 1.7 bn in which Cotton and man-made textiles have cumulative share of 37%.



## 5. Marketing Fairs in India

S. no.	Council	Event	Dates
<b>Events approved under MAI Scheme</b>			
1	HEPC	RBSM, New Delhi	20-22 Mar'19
2	ISEPC	7 <sup>th</sup> India International Silk Fair cum RBSM, New Delhi	18-20 Oct'18
3	JPDEPC	RBSM, New Delhi	10-11 May'18
4	PDEXCIL	IITExpo 2018-Ichalkaranji	11-13 Oct'18
5	PDEXCIL	IITExpo 2018-Coimbtore	28 Feb- 2 Mar'19
6	SRTEPC	Source India 2018, Ahmedabad	28-30 Sep'18
7	TEXPROCIL	RBSM for Cotton Textiles at Coimbatore	18-19 Feb'19
<b>Events of DC(Handicrafts) under Market Support and Service (MSS) Scheme</b>			
8	COHANDS	Ambiente India Fair, New Delhi	27-29 Jun'18
9	EPCH, Kashmir Chamber of Commerce & Industry (KCC&I), COHANDS	HGH India Fair, Mumbai	3-5 Jul'18
10	EPCH	Indian Fashion Jewellery & Accessories Show Reverse Buyer Seller Meet, Greater Noida, Uttar Pradesh	19-21 Jul'18
11	EPCH	India International Mega Trade Fair, Greater Noida, Uttar Pradesh	17-27 Aug'18
12	ASSOCHAM	Reverse Buyer Seller Meet, Guwahati, Assam	1-3 Sep'18
13	EPCH, COHANDS	IHGF Delhi Fair (Autumn), Greater Noida, Uttar Pradesh	14-18 Oct'18
14	Eastern U.P. Exporters Associations (EUPEA)	Hindtex 2018, Varanasi	Oct'18
15	EPCH	India International Mega Trade Fair, Kolkata	17-27 Dec'18
16	EPCH, COHANDS	IHGF Delhi Fair (Spring), Greater Noida, Uttar Pradesh	Feb'19
17	CEPC	Standalone show of CEPC for handmade Carpets and other floor coverings, Mumbai	2018-19
<b>Events of DC (Handloom) under National Handloom Development Programme (NHDP)</b>			
18	HEPC	IHGF Delhi, Delhi	Oct'18
19	HEPC	RBSM at TFC, Varanasi	Feb'19

20	HEPC	BSM at TFC, Varanasi	Feb'19
----	------	----------------------	--------