



**6th Central Asian International Exhibition
for Textiles and Fashion**

TEXTILE EXPO UZBEKISTAN

15-17 September, 2009

NEC "UzExpoCenter", Tashkent, Uzbekistan

DEAR LADIES AND GENTLEMEN,

On behalf of the International Exhibition Companies I.T.E. E&C Ltd. (Great Britain) and ITE Uzbekistan (Uzbekistan) let us express your Company our highest esteem and invite it to participate in the 6th Central Asian International Exhibition "TEXTILE EXPO UZBEKISTAN", which will be held on September 15-17, 2009 in Tashkent, Uzbekistan.

ORGANISERS

ITE E&C Ltd. Company (Great Britain) is one of the leading companies in organizing world class international exhibitions and conferences all around the globe, best known for its work in emerging markets. In less than 15 years, ITE has developed into a major player in the global event business, organising around 150 exhibitions and conferences every year in 17 countries, with over 20 offices operating worldwide. ITE Uzbekistan is its partner in Uzbekistan, organising around 18-20 world class international exhibitions annually.



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WHY UZBEKISTAN?

The Republic of Uzbekistan occupies vast territories in the very middle of the Central Asia, and in the "heart" of the Great Silk Road. The population of Central Asia exceeds 57 mln., over 27 mln. of which reside in Uzbekistan, the biggest consumer market in the region. Being the country with its own substantial raw cotton stocks, Uzbekistan launches the dozens of joint projects in spinning, knitting and garment manufacturing annually.

Nevertheless, local producers cannot satisfy the essential needs of the market and population, especially in the part of textile products and their components, items of fashion and design, not produced domestically. Special demand is observed for high quality fabrics, garments and fashion accessories, lingerie and underwear, home textiles and other textile products, not produced domestically, in terms of increasing population and its improving and diversifying preferences.

THE EXHIBITION IS DESIGNED FOR:

- ✓ Foreign companies – producers and traders of textile products, garments and apparel, fashion accessories, willing to enter and strengthen their position in the market of Uzbekistan and Central Asia;
- ✓ Enterprises of the Central Asian region, including Uzbekistan, intending to display their best products and discover new export markets.

At present this Exhibition is the only specialized trade exhibition for textiles and fashion in Uzbekistan with international professional participants and visitors.

HISTORY

First International Exhibition "Textile Expo Uzbekistan" was organised in 2004 within the framework of the "Textile Expo Uzbekistan" Project which is considered to be the largest specialized exhibition of textiles, textile equipment and technology in Central Asia. In 2008 for the second time the Central Asian International Exhibition «Textile Expo Uzbekistan» was held as a separate event.

Textile Expo Uzbekistan 2008 International Exhibition provided its exhibitors with an opportunity to display their latest achievements and best products in the field of finished and semi-finished textile products manufacturing. Around 30 companies from 7 countries of the world displayed their products at Textile Expo Uzbekistan 2008 International Exhibition.

Among the participants there were the well-known companies-manufacturers from Germany, Italy, Turkey, Poland, Russian Federation, Belarus and Uzbekistan.

The exhibition was marked with 3 National participations: Polish, Italian and Byelorussian.

4579 visitors from Uzbekistan, Central Asian republics (Kazakhstan & Kyrgyzstan), Russia, Ukraine, Belarus, Turkey and Europe have visited the Exhibition. 70% of the total number of visitors were registered as qualified professional visitors and 27% out of them represent the management of the companies.

The show is a part of a series of specialized textile and fashion exhibitions held by I.T.E. Exhibitions & Conferences Ltd. and its partners in Europe and the CIS countries.



VENUE

The Exhibition will be held on the most prestigious exhibition platform in Uzbekistan - in the National Exhibition Complex "UzExpoCenter". Spacious halls, modern exhibition equipment, professional podiums, conference halls will be at the disposal of our participants. The Complex is located near one of the central transportation routs of Tashkent-city.

Textile Expo Uzbekistan 2009 will take place in one of "UzExpoCenter" pavilions on the same date with the next edition of the Central Asian International Textile Machinery Exhibition CAITME 2009.

MAIN SECTIONS

- Yarn and Fiber;
- Fabrics / Knitted fabrics;
- Home textiles and decorations;
- Technical textiles and nonwovens;
- Raw materials and components for textile and garment industry;
- Accessories, trimmings and supplies;
- Women / Men / Children clothes
- Knitted wearing / Hosiery;
- Lingerie and underwear;
- Sportswear and beach wear;
- Leather and fur products;
- Fashion accessories: Hats / Gloves / Handbags / Footwear.

MAIN OBJECTIVES

Creation of optimum conditions for demonstration of production, effective exchange of experiences in the sphere of technologies and professional business organization, establishment of new business contacts and conclusion of foreign trade contracts, analysis of market conditions and production competitiveness, set-up of joint business in the Central Asian market.

ADVERTISING CAMPAIGN

Direct address distribution of invitation tickets among the heads of leading companies and experts of the market in the Central Asia, Europe and CIS countries. Advertising in the specialized and central press of Uzbekistan, in partnering editions of the Russian Federation, Ukraine, Turkey, China and other counties. Outdoor advertising: banners and posters in the central streets of Uzbekistan cities and in the underground stations. Advertising on radio and TV, including advertising in the regions. Advertising on the well-known and most visited specialized Internet sites. Distribution of press releases among local mass media representatives and foreign ones, accredited in the Republic.