

Press release

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## Organisers of Gartex Texprocess India join hands with Maskati Cloth Market Mahajan to expand the fair's Fabrics & Trims segment

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**In a bid to showcase Gujarat's strength in fabric, cotton and natural based fabrics, the region's nodal textile trade body Maskati Cloth Market Mahajan has signed up for Gartex Texprocess India 2022 – the leading International Trade Fair for Textile and Garment Manufacturing. Over 75 brands representing fabric manufacturers and suppliers are expected to join the Delhi edition alongside exhibitors of Gartex Texprocess India this August, expanding the fabrics supply chain showcase at this key business event to present the best of Indian fabrics.**

Messe Frankfurt Trade Fairs India Pvt Ltd and MEX Exhibitions Pvt Ltd have announced their association with FABEXA, an arm of Ahmedabad's nodal textile trade body Maskati Cloth Market Mahajan for the Delhi edition of Gartex Texprocess India 2022. The alliance aims to expand the fabrics supply chain showcase while providing a strong business push to Gujarat's growing textile and apparel sector.

Gujarat, known for its textile industry, is the largest producer of cotton in India with nearly 30% of cotton and 56% denim of the country's total production. Situated at the heart of the textile producing state, the rapid growth of the textile industry has given Ahmedabad its popular name 'Manchester of the East'. Representing the city's textile traders, the association with Maskati Cloth Market Mahajan will thus bring the best of Indian fabrics at the show.



(L – R) Ms Himani Gulati, Director, MEX Exhibitions Pvt Ltd, Mr Babulal Sonigra, Chairman, Fabexa

Committee, Maskati Cloth Market Mahajan, Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd, Mr Gaurang Bhagat, President, Maskati Cloth Market Mahajan, Mr Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd.

“We are glad to join hands with Messe Frankfurt India and MEX Exhibitions. Bringing garment and apparel machinery manufacturers together with fabric manufacturers will have a dual advantage as it will not only open business opportunities for our members but also pave the way for developing infrastructure and modernising technology to make the State’s textile industry competitive both in domestic and international markets,” shared Mr Gaurang Bhagat, President, Maskati Cloth Market Mahajan

“We have found strong partners in Messe Frankfurt India and MEX Exhibitions and are confident in their vision for the industry,” added Mr Babulal Sonigra, Chairman, Fabexa, Committee, Maskati Cloth Market Mahajan.

As one of the most trusted textile and garment machinery exhibitions in the country, Gartex Texprocess India offers the industry a platform to bring forth industry innovations, hold creative and collaborative discussions with potential buyers and leverage the textile industry’s strong professional network. Through its focused segments of Denim Show, Fabrics & Trims Show and the co-located Screen Print India, the platform will present a combined showcase of textiles and garment machineries, fabrics and accessories, digital and screen-printing technologies as well as denim innovations from 4 – 6 August 2022 at Pragati Maidan, in New Delhi.

“Fabrics are the pivot around which the entire garment manufacturing industry spins and as fashion evolves, innovations and variety in every aspect of garmenting increases which makes the ‘Fabrics & Trims Show’ is a much-needed segment on the showfloor. This development is another important example of Gartex Texprocess India’s commitment to partnering with leaders in the industry and our objective of creating collaborative and growth opportunities within the sector. We are proud to combine strengths with Maskati Cloth Market Mahajan and confident that this partnership will provide a scalable platform and strong business boost to fabric players,” shared Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holdings Ltd.

Adding to this, Mr Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd shared: “As Gartex Texprocess India continues to grow, we are excited to be partnering with an industry-leading body such as FABEXA and believe that together we can highlight India’s strength in fabrics and instil further confidence in the business-effectiveness of the platform. We look forward to a successful collaboration and bringing the sector together once again – in a big way.”

The overwhelming response to the Mumbai launch and intense

business activity signify a huge demand even in the current market scenario and over 75% exhibitors have already confirmed their bookings for the Delhi edition. The announcement has further garnered positive reactions from the industry with strong support from fabric players. "This is a significant step as it will allow fabric manufactures from Gujarat to expand their networks and showcase alongside distinguished companies from the apparel, denim, garment machinery and printing technology side, thus bringing the material, creative and technology value chain on to a one-stop selling and sourcing platform," said Mr Bharat Tekwani, Managing Director, Shree Mahadev TexFab Pvt Ltd, while Mr Amish Shah, Director, Shaswat Textiles Pvt Ltd added: "We are delighted with the announcement of this joint co-operation which we believe will greatly benefit our industry and excited to exhibit in New Delhi!"

Together, the flagship combination of Gartex Texprocess India, Screen print India, Denim Show and Fabrics & Trims Show will present a grand showcase covering the apparel textiles and technology chain and provide an opportune framework for networking and business sourcing.

**For press information:** [www.gartexindia.com](http://www.gartexindia.com)

#### **About the Organiser**

**MEX Exhibitions Pvt. Ltd.** is an international exhibition company with a strong presence of over four decades in the advertising industry, over 20 years in publishing & 16 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore and Thailand.

#### **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021