

SEARCH 

Subscribe • Renew • Change Address • Classifieds • Jobs • News • Go Shopping • About Us • Advertise • Home

TRADE SHOW TOPICS

Budget Management

Career/Life Balance

Case Studies
by Company

CTSM Certification

Conferences & Exhibitions

Corporate Events

Exhibit Design

Exhibit Design Awards

Exhibit Elements &
Technology

Exhibit Graphics

Exhibit Properties
Management

Global Exhibiting

Glossary of Terms

Green Exhibiting

Logistics & On-Site
Management

Low Budget/High Profile
Strategies

Measuring Performance

New Exhibit Designs

PR & Media

Presentations &
Demonstrations

Program Management

Promotions & Traffic Builders

Salary Calculator

Show & Space Selection

Social Media Marketing

Staffing

Strategic Planning &
Management

Themes & Integrated
Marketing

Trade Show History
Photo Gallery

Transportation

Vendor Management



EXHIBITOR
Magazine

EXHIBITOR *FastTrak*

EXHIBITOR
eTrak

EXHIBITOR2011

CTSM

GRAVITY
FREE

ENN EXHIBITOR NEWS NETWORK

Late Breaking News	Company News	Event News
Shows	Industry Press	People
Green News	EXHIBITOR News	Submit Your News

ENN Late Breaking News

Texworld USA July 2010 Marks Highest Attendance Ever

9/2/2010 - The ninth edition of Texworld USA showcased 285 exhibitors from 16 countries and welcomed 3,390 attendees. These numbers represent an increase of 16% over the highest attended edition ever in July 2008 and an increase of 21% over July 2009. As opposed to other events, at Texworld USA, attendee numbers are measured in unique visits, therefore each attendee is only counted once no matter how many times they visit the show.

What was new?

**Triple show co-location

Most obvious was the co-location of Texworld USA with the inaugural editions of the International Apparel Sourcing Show and the Home Textiles Fabric Sourcing Expo. As Texworld USA has long attracted attendees looking for the vertical, full-package services offered by these exhibitors, these two shows complimented each other well and increased the number of apparel sourcing decision-makers under the same roof at the Javits Center. Texworld USA has also long catered to the home textiles industry as a secondary customer group. The co-location of Messe Frankfurt's new Home Textiles Fabric Sourcing Expo brought new suppliers eager to directly address this market. David Audrain, President and CEO of Messe Frankfurt North America explained, "Co-locating these three shows creates a sourcing destination in New York for the apparel and home soft goods categories, enabling us to serve even more buyers and designers with our events."

Texworld USA has also long catered to the home textiles industry as a secondary customer group. The co-location of Messe Frankfurt's new Home Textiles Fabric Sourcing Expo brought new suppliers eager to directly address this market. David Audrain, President and CEO of Messe Frankfurt North America explained, "Co-locating these three shows creates a sourcing destination in New York for the apparel and home soft goods categories, enabling us to serve even more buyers and designers with our events."

**Supima at Texworld USA

For the first time, Supima and Texworld USA joined forces, resulting in a Supima destination on the show floor. Buyers were thrilled to have even more of their preferred vendors as part of one convenient show and international exhibitors were proud to have booths neighboring the famous American Pima cotton

Get ENN in your inbox!

EXHIBITOR ONLINE
UPDATE!

E-MAIL NEWSLETTER

**"I REALLY LIKE
TO COMPLAIN."**



Everyone likes to grumble and grouse when things go badly, including Scott Adie, marketing director at Gyford Productions. "I complain loud and clear when my advertising doesn't deliver," Adie says. But his print and online campaign in EXHIBITOR magazine left him without a single beef...

Social Networking
Make new connections!
Join the conversation on:





Stay Informed
[Get the ExhibitorOnline](#)
[Update newsletter free!](#)

brand. Jesse Curlee, President of Supima, stated, "As a first time participant, Supima was very pleased with our experience at Texworld USA. We will plan to be back and make Texworld USA a venue to help showcase our worldwide licensees and to promote the Supima brand to a wide group of retailers, brands and manufacturers." The name "Supima®" is a licensed trademark owned by Supima and its members. It is used to promote textile and apparel products made of 100% American Pima cotton, and is strictly controlled by the grower organization. Supima is an abbreviation for Superior Pima. For further information, please visit www.supima.com.

**Pakistan: Open for Business

According to the statistics published on the website of the All Pakistan Textile Mills Association (APTMA), in 2006/2007 textiles accounted for 61.1% of total exports (US \$ 8.92 billion), 46% of total manufacturing, 38% of the total labor force, 8.5% of total GDP, US \$ 6.4 billion in total investment, and 5.1% of total market capitalization on the Karachi Stock exchange. In recognition of the importance of the industry to Pakistan and the importance of Texworld USA to textile importers in the USA, the Trade Development Authority of Pakistan featured a pavilion at the show hosting seven Pakistani exhibitors, including AHS Textiles, Hantex, Pak Denim, Parsons, Rauf Apparel, S.M. Traders and Siddiqsons Denim Mills, Ltd. Hantex, Pak Denim, S.M. Traders and Siddiqsons Denim Mills offered contemporary denim washes in line with American styling.

The Office of the United States Trade Representative for Textiles was also on hand to show their support for facilitating trade with Pakistan. Assistant U.S. Trade Representative Gail Strickler commented, "Texworld USA provides a superb venue for textile and apparel manufacturers to reach influential buyers and designers right here at home in NYC."

Highlights:

**North American Resources

In addition to the new Supima lounge, an additional twenty exhibitors reinforced Texworld USA as a destination for North American resources. The strongest contingent was found in the Lenzing Innovation pavilion, a haven for knit designers with high standards for hand feel and performance. Lenzing Innovation featured two domestic yarn spinners, Buhler Quality Yarns Corp. and Tuscarora Yarns, Inc. as well as American knitters SG Knits, Laguna/Enviro Fabrics, Mansfield, Fessler USA and Manoir from Canada.

**Lenzing Innovation

Lenzing Innovation continued to partner with Messe Frankfurt for the ninth edition of Texworld USA. The pavilion is an expansion of their successful fabrics trade fair, Innovation Asia (formerly TENCEL New York Inc.) and once again showcased Lenzing customers and their products. Dieter Eichinger, Head of Textile Business for Lenzing Fibers, commented on the importance of Lenzing's participation in this landmark edition, "This event was a real milestone for Texworld USA as it moves toward a very important platform in the textile and garment business in the USA. Additionally, for Lenzing there were improvements with the increased number of customers in the Lenzing Innovation Pavilion who showcased their products. It was good seeing amongst 32 customers exhibiting, a quarter were American companies. The combination with home textiles shows synergies as some Lenzing customers are offering fabrics for apparel and home. The response of our exhibitors was very positive in regards to the number of visitors, the quality of discussion and feedback. Again the seminars reflected the increasing interest for Lenzing Fibers, specifically for the performance of Tencel®. The new warm fiber Viloft® was received well by decision makers. Overall Texworld USA is setting a new standard platform for the presentation of innovative products in the US market."

**Eco Grows

For a third season, an eco-friendly fabrics listing was made available to attendees in order to assist their search for sustainable materials. During the seminar program, open to registered attendees and exhibitors, three sessions spoke to various facets of sustainability. Jacquelyn Ottman, Consultant and author of *Green Marketing* presented *Eco Marketing Trends: Green Marketing Done Right*. Summer Rayne Oakes, Co-founder/CEO Source4Style and Sustainability Strategist/Spokesperson, Portico Home presented *Eco Trends: The Art & Science of Sourcing Sustainably*, which included a Beta version preview of

[Click here to continue](#)

her new Source4Style.com website. Michael Wolfe of Scientific Certification Systems presented *Substantiating Environmental Marketing Claims: Protecting Yourself from Misleading Claims*. Additionally, July 2010 marked the first time that all direct marketing materials and the show directory for Texworld USA were printed by a Forest Stewardship Council (FSC) Certified printer on certified papers.

****World-Class Fashion Presentations**

First-time presenters during the Texworld USA seminar series included Milan based Materials Editor Sophie-Lucie Dewulf from Stylesight, as well as Andrea Praet, Trend Director at Stylesight, based in New York. Lenzing Innovation and Supima also sponsored a presentation by fashion industry fixture, David Wolfe from the Doneger Group. Both presentations drew crowds of over two hundred people and were standing room only.

****January 2011**

The tenth edition of Texworld USA will take place January 18 - 20, 2011 at the Javits Convention Center in New York City. Visit www.TexworldUSA.com for more information.

About Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organizer, with 424 million euros in sales in 2009 and more than 1,660 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009, Messe Frankfurt organized more than 90 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, visit www.messefrankfurt.com.

About Messe Frankfurt, Inc.

The North American headquarters of Messe Frankfurt in Atlanta is currently producing trade shows in the USA, Canada and Mexico across various industries. For more information, go to www.usa.messefrankfurt.com.

Contact:

stephanie.everett@usa.messefrankfurt.com

Share this news:

EXHIBITOR *FastTrak*
Next: San Francisco
Sept. 28-30, 2010
▶ ENROLL NOW! ◀

EXHIBITOR
ILLUSTRATED
BUYER'S GUIDE

Get **ENN** in your inbox!
EXHIBITOR ONLINE
UPDATE!
E-MAIL NEWSLETTER

EXHIBITOR'S
RESOURCE
DIRECTORY
FIND A SUPPLIER!

EXHIBITOR
\$5.00
EACH When Lead Counts Drop
ARTICLE REPRINTS

EXHIBITOR MAGAZINE'S
ALL-STAR AWARDS
Enter Now! 