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by ARTHUR FRIEDMAN
Posted TUESDAY JULY 12, 2011
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Todd & Duncan will show at Spin Expo.
Photo By Paul Dodds



NEW YORK — In today's quickly evolving world of global sourcing, where once-stable aspects such as cotton prices and



apparel and textile executives are looking for answers to lots of complicated questions as they set their purchasing and production plans for upcoming seasons.

They'll be looking for the best country from which to buy their fabric and produce their clothing, try to figure out what blends will be most cost-effective and accepted by the consumer, and how to find the best factory for large lots or short runs. Many of these companies are likely to seek out answers, make new connections, and scout for fresh products

Spin Expo will run July 18 to 20.

Photo By: Courtesy Photo

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and approaches next week at a full course of trade shows here.

Texworld USA is preparing for its biggest show ever, according to Alexandra d'Archangelo, marketing manager for New York Textile Shows

for Messe Frankfurt Inc., which produces Texworld, along with the co-located International Apparel Sourcing Show and Home Textiles Sourcing Expo.

"For first-time Texworld USA exhibitors, their participation is often their entry point to the U.S. market," d'Archangelo said. "First-time exhibitors are on a fact-finding mission to learn about how U.S. companies buy, as well as their expectations regarding products and terms. Repeat Texworld USA exhibitors tell us that one of their main objectives is to meet new buyers at the show."

Exhibitor participation at Texworld USA is up 12 percent over the July 2010 edition to 317 exhibitors, d'Archangelo said, with notable increases from Turkey and India. U.S. exhibitor participation is holding strong and is concentrated in the Lenzing Innovation Pavilion. Attendance across the three shows, set for a three-day run starting July 19 at the Jacob K. Javits Convention Center, is expected to reach 6,000. D'Archangelo said there seems to be more enthusiasm this season as the show approaches, despite continued concerns over raw material prices.

"Retail has been trending quite well and I hope that will translate into more buying, but I definitely think it will translate into more conversation and more relationships," she said. "I think it's really a moment for blends, and more people talking about investing early in raw materials."

She noted that in the January Texworld USA attendee survey, 27 percent of respondents selected fabric trade shows as their primary means of material sourcing. Texworld also asked from which countries would attendees like to see more exhibitors. The results: "Number one, we still see China, and number two is the U.S. domestic resources. We're also seeing more participation from India and Pakistan."

The International Apparel Sourcing Show's presence will be maintained from last year, with about 105 to 110 exhibitors. D'Archangelo said the show is getting more attention from apparel export promotion associations and consular offices.

Messe Frankfurt recently formed a partnership with MFG.com, a global online marketplace for manufacturers looking to source textiles and machinery. Attendees will be made aware of MFG.com's involvement during the registration process and will be offered a trial subscription.

Lenzing Fibers Inc. is hosting the Lenzing Innovation Pavilion at Texworld USA, with 35 apparel and two home exhibitors, as well as the Lenzing Seminar Series.

"Over the past few shows, we've definitely seen an increase in exhibitors from North America, which supports the need for additional sourcing in this region with spinners, knitters and garment makers from this hemisphere," said Tricia Carey, merchandising manger, USA, for Lenzing's Textile Fibers Business Unit. "Texolinni, a vertical knitter based in Los Angeles, is joining the Lenzing pavilion for the first time, and Tuscarora Yarns, a spinner based in North Carolina, is exhibiting again and recently announced the expansion of its plant in China Grove, N.C."

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