

ITMA ASIA + CITME 2008 show plans India Visitor Promotion Road show in January

Asia's Biggest Textile Machine Exhibition focusses on Indian customers

Beijing, Beijing, CHN, 2007-12-31 17:38:36 (IndiaPRwire.com)

After getting confirmations from over 1000 exhibitors spread over 120,000 sqm, ITMA ASIA + CITME 2008 show authorities have planned a major India Visitor promotion campaign to woo textile machinery buyers from India.

The event is scheduled at Shanghai for five days, from July 27 to 31, 2008 and will be the biggest gathering of Textile Machinery customers and suppliers in Asia.

Says CTMA President, Mr. Gao Yong; 'No other exhibition in China has the support of CEMATEX or CTMA, and India is a priority visitor market for us. The recent announcement by Ministry of Textiles, Government of India, to continue to Technology Upgradation Fund Scheme (TUFS) for the entire period of the Eleventh Five Year plan (2007-12) is expected to help the Indian textile sector to achieve the targeted growth rate of 16% and make an investment of Rs. 150,600 crore (USD 38 Billion) in the Plan period'

'ITMA ASIA + CITME 2008 event shall offer Textile machinery buyers from India the largest range of machineries from all over the world and they will have the opportunity to check live performance before confirming their purchase decisions', added Mr. Yong.

ITMA ASIA + CITME 2008 authorities are planning a series of Indian Visitor promotion activities which include Advertisements in Trade Publications, Web based promotion and a 8 city road show spanning all over India.

The India Visitor Promotion road shows kicks off in Coimbatore on 22nd January 2008 and will move to key markets such as Erode, Tirupur, Madurai, Mumbai, Ahmedabad, Surat before it concludes in Ludhiana on 1st February 2008. The road shows will give a good opportunity to Indian textile machinery buyers to meet and interact with ITMA ASIA + CITME 2008 organizers and finalise their plans for visiting the mega event.

The ITMA ASIA + CITME 2008 show is jointly owned by the European textile machinery association CEMATEX and a Chinese consortium (CCPIT sub-council of Textile Industry, CTMA - China Textile Machinery Association -, and CIEC - China International Exhibition Centre Group Corp.). The partnership brings together the technological power of the CEMATEX countries in Europe and the massive market for textile innovation provided by Chinese textile producers.

ITMA ASIA + CITME 2008 is organised by Beijing Textile Machinery International Exhibition Co Ltd and co-organised by MP International Pte Ltd. For more information, please visit: www.itmaasia.com, www.citme.com.cn, or contact Mr. James Y. Xiao at xiaoyao@ciec.com.cn or Miss Maria Avery at info@cematex.com.

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